



THE SALES INFORMER

Association of Publishers for Special Sales

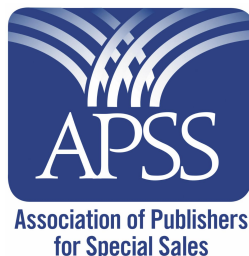
A monthly e-zine dedicated to helping APSS members sell more books to more buyers, more profitably.

Volume 10, Issue 2, Number 103 February 2022

Here is your February 2022 issue of *The Sales Informer* ezine. We intend this to help APSS members sell more books to non-bookstore buyers. This newsletter is sent only to paid APSS members. If there were any problems with this delivery, please let me know.

[Visit our Website](#)

Display your books the Bologna and London Book Fairs (Save with the APSS discount)



Display your books and save with the APSS discount

APSS has an agreement with Combined Book Exhibits to display your books before thousands of potential buyers. Get foreign rights and sales to libraries at these shows while you save hundreds of dollars with the APSS-member discount:

2022 Bologna Book Fair (Deadline: February 28)

For 57 years, the Bologna Children's Book Fair has been the leading children's publishing event with over 1400 exhibitors and 30,000 professional visitors each year. J.K. Rowling and the Harry Potter series was discovered at this event. In 2021

2022 London Book Fair (Deadline: March 01)

The London Book Fair is one of the most important book fairs scheduled during the year and one of our most popular shows for authors to showcase their books to some 25,000 - 30,000 people expected to attend. The New Title Showcase is a featured exhibit at the fair and will be heavily promoted. Those attending the fair will be publishers, agents, librarians, booksellers, teachers, translators, illustrators, and media, including distributors and wholesalers from around the world. In addition, representatives from production companies and movie studios will attend as well.

Included with your registration for all these shows will be a printed exhibit catalog with your title information included and handed out free of charge during the fair. The NTS will also include an online searchable catalog that will be active for a period of two years.

the Bologna Books Plus was introduced to the fair aimed at a much wider general adult trade audience led by the former team members of the London Book Fair. Leveraging the strength and reputation of the Bologna Children's Book Fair, the addition of the Bologna Books Plus will make this fair a "must attend" event for all concerned. This New Title Showcase is an official showcase of the fair and will be heavily promoted before and during the fair.

Those attending the fair will be publishers, agents, librarians, booksellers, teachers, translators, illustrators, and media, including distributors and wholesalers from around the world. In addition, representatives from production companies and movie studios will attend as well. Also expected are thousands of virtual visitors to the fair who will have access to the online catalog.

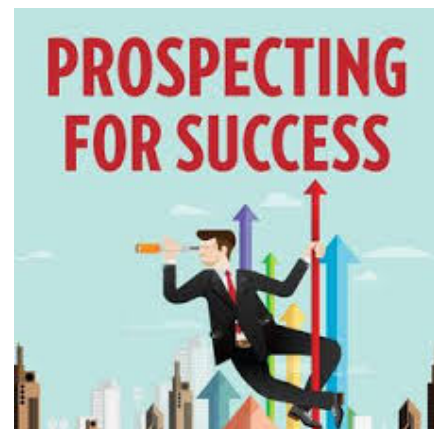
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To Your Success
Brian Jud
Executive Director, APSS
BrianJud@bookapss.org
(860) 985-5908

APSS Tip for Finding Potential Non-Bookstore Buyers

Some businesses focus on selling to other businesses rather than to individuals. Selling products or services to other businesses (sometimes called B2B, for "business to business") can be lucrative because businesses usually buy in larger quantities than individuals. For example, a soap manufacturer might sell 50 bars of soap to individual customers via its website in a given month, but could sell 50000 bars in just one sale to a hotel.



How Do Authors Handle Failure?

By Brian Feinblum

Should you publish another book when the last one failed? First, define what is failure — and success — for your book. How you define these terms determines how you see things. How you see things can impact book sales — and your life.

[Read more here](#)



Is yours a timely subject that sheds light on today's needs? Do you have the most up-to-date information on your topic? Do you have a new tale to tell (or a new twist on an old story) that will convey something different to these people? Describe why your book is unique among all others written on the same topic. You may be followed by competitors making presentations on their books, so make yours memorable.



APSS Tip for Negotiating Large-Quantity Order

Adapt to personnel changes. There is usually high turnover among brand/product managers in corporate America. If a personnel change is made midway through the negotiations process, you may be forced to begin it all over again with the new incumbent. But it may benefit you if your previous contact was favorable to your position and was promoted higher up on the decision-making ladder. In any case, quickly bring the incoming person up to date to establish rapport and keep the momentum going.

APSS Top Ten List

Here are the **Top Ten Ways to Build Customer Loyalty in Business-to-Business Marketing.**

1. Solve your customers' problems better than



competitors can

2. Underpromise and overdeliver
3. Focus on creating long-term relationships, not sales
4. Nurture an ally inside the company who will support you
5. Build trust before selling
6. Follow through to make sure the books were delivered on time, in the right quantity and with the proper customization
7. Communicate all the value you deliver in terms of tangible benefits of your products and services; including your book's contribution to the solution of their initial problem or objective
8. Make sure your customers understand and appreciate the non-tangible benefits you deliver in terms of your products and services
9. Offer to pay a penalty if your books are not delivered on time (and a bonus if everything goes according to plan)
10. Negotiate for a win/win conclusion



Trends to Expect in 2022 to Assist You in Your Personal Branding and Marketing Success

By Jeniffer Thompson

Along with committing to really put yourself out there and holding yourself accountable for your personal branding and marketing success, you should be prepared to be aware of the coming trends and use that knowledge to your advantage.

[Read the entire article here](#)

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

Publishers choose manuscripts based on literary criteria, i.e., those that are well written and properly edited. Professional buyers purchase books based on business criteria, i.e., will the content of your book improve their company's revenue or profits in

some way (or association's members or school's students)? Your job is to publish quality information based on market need, and then show prospects how that content meets their requirements.



Answers to Your Questions About Non-Bookstore Marketing

(If you have a question about selling books to non-bookstore buyer, send it to BrianJud@Bookmarketing.com and he will answer it here)

"Why does it take so long to make a large corporate sale?" Julian Arnold

Prospective customers have to know and trust you before talking to you about their marketing plans. They may be planning two years into the future and they do not want competition learning of their intentions. You have to earn their confidence, and that takes time.

Begin the process by selling *you*. Demonstrate your trustworthiness and confidentiality by taking the time to build relationships. Sales in this sector take a long time to consummate because it takes an extended period to establish a degree of trust.

Learn about the people on whom you will be calling. In many cases they are product managers in industrial-products companies and brand



You can earn their confidence by *assisting* them instead of *selling* them. Help them be better marketers. Prove you have done your homework by giving them accurate figures on the potential size of the audience for your books. Show how your title is different from and better than your competition. Make suggestions on how your content can be used to stimulate their sales. Explain how they could offer a coupon, implement a continuity series or sell your book as a self-liquidator to reach their goals.

Have an answer to the question, "Why will my customers or prospective customers be more inclined to buy my product simply because they get a free copy of your book with it?"

managers in consumer-products companies. They usually have profit-and-loss responsibility for a particular line of products. Therefore, it is in their best interest to maximize the unit sales and profitability for their product line.

Special Marketing Periods in April

**If your content is related to any
of these topics, contact the
media now to be a guest or
contributor**



Pets Are Wonderful Month
National Garden Month
Home Improvement Month
National Humor Month
National Welding Month
Prevention of Cruelty to Animals
National Food Month
Alcohol Awareness Month
National Woodworking Month
Cancer Control Month
Child Abuse Prevention Month
International Guitar Month
Keep America Beautiful Month
Listening Awareness Month
Mathematics Education Month



The Point of No Returns

By Brian Jud

Industry statistics reveal that book returns can be 30% or more of sales. If you reduce or eliminate returns, then you could increase your net sales and revenue by that same amount and your profits by even more.

But, you say, you have no control over returns since Ingram and the bookstores return them at will without selling them. On the contrary, there are many things that we as publishers can do to eliminate returns.

Read It and Reap

An APSS book recommendation that can help you and your business grow.

The Whole Brain Business Book, Second Edition: Unlocking the Power of Whole Brain Thinking in Organizations, Teams, and Individuals, by Ned Herrmann. Now revised and updated with new applications and practical tools to better use your brain in business. If you think your business can't get any better, think again. Thanks to the power of Whole Brain® Thinking, you can apply what we know about thinking and the brain to transform your organization at every level. Whether you're struggling to keep up with a changing market, stuck with a tired business model, or challenged by difficult colleagues, the proven methods in this updated guide will help you to:

- IDENTIFY how you and others prefer to think
- IMPROVE your communication skills
- INSPIRE creative thinking in yourself and others
- INNOVATE faster and work more efficiently
- IMPLEMENT changes throughout your organization
- INCREASE productivity and beat the competition

