



THE SALES INFORMER

Association of Publishers for Special Sales

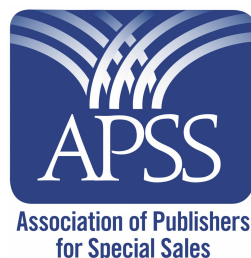
A monthly e-zine dedicated to helping APSS members sell more books to more buyers, more profitably.

Volume 10, Issue 3, Number 104 March 2022

Here is your March 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 book on Military History and/or Latin American Studies (Save with the APSS discount)



The APSS agreement with Association Book Exhibits offers two virtual display opportunities for APSS members. The price is \$60 per title per show (\$75 for non-members).

Society for Military History
Registration Deadline: March 21, 2022

The Society's mission is to stimulate and advance the study of military history, and to diffuse knowledge thereof. Established in 1933 as the American Military History Foundation, renamed in 1939 the American Military Institute, and renamed again in 1990 the Society for Military History, the Society promotes

Latin American Studies Association - May 5-8, 2022
Registration Deadline: Friday, April 22, 2022

The Latin American Studies Association (LASA) is the largest professional association in the world for individuals and institutions engaged in the study of Latin America. With over 13,000 members, over 60% of whom reside outside the United States, LASA is the one association that brings together experts on Latin America from all disciplines and diverse occupational endeavors, across the globe.

LASA's mission is to foster intellectual discussion, research, and teaching on Latin America, the Caribbean, and its people throughout the Americas, promote the interests of its diverse membership, and encourage civic engagement through network building and public debate.

All titles would be listed in a "Titles on Display" ordering catalog listing

the study of military history through publications, conferences, awards, support for graduate studies, and digital information. Its membership includes many of the nation's most prominent scholars, soldiers, and citizens interested in military history. The Society is the intellectual home for military historians worldwide.

full ordering information available at each exhibit.

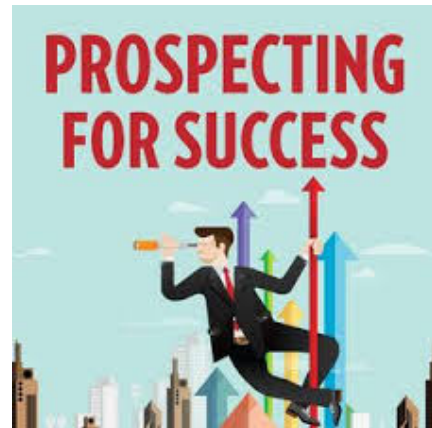
For each title, please email the title, author, pub date, list price, ISBN and discounted price (if any) to brianjud@bookapss.org. APSS members can make the \$60 payment per title (\$75 for non-members) with Paypal account brianjud@bookapss.org or contact brianjud@bookapss.org for other payment arrangements.

Not an APSS member? To join or to learn more about APSS go to <http://pro.bookapss.org/join-application>

To Your Success,
Brian Jud
Executive Director of APSS
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APSS Tip for Finding Potential Non-Bookstore Buyers

Prospect for buyers in different segments. ask, "Who might want your content presented in a different form?" Everyone doesn't use information in the same way, so different forms can make content more accessible to different groups of people. For example, blind job seekers need the same information as people with sight, but they need it delivered in an audible format. Similarly, a three-ring binder or a spiral or comb binding might be the preferred format for use during a seminar or workshop so the book would lie flat.



Stop The 4 Book Marketing Killers

By Brian Feinblum

Fear. Guilt. Anger. Ego.

Do any or all of these stop you from marketing your book effectively? One or more of the above is what keeps authors from embracing the marketing of themselves. They know they need to promote their books, but something stands in their way. It is themselves.

Yes, authors sabotage their writing careers every single day, whether intentionally or unknowingly.

[Read more here](#)



The result of your sales presentation may or may not look anything like what you first proposed, and that is not bad. In fact, it is good. It is a work in progress. When people see their contribution as part of the final decision, they are more likely to get behind it to make it work.



APSS Tip for Negotiating Large-Quantity Order

Discuss not only what your counterparts want, but find out *why* they want it, or why they do not.

Let's say you are negotiating a large-quantity sale with a buyer at a company that wants to use your book as a premium to increase its sales.

Here, the prospect might say, "Yes, all that is correct. But my budget is shot for the rest of the year. I can't spend any more money until January 1 of next year."

You could reply, "You mean that if we can delay payment of the books and the shipping charges until next year, you will OK the agreement today?"

If the person says "yes," you have the order. You are now getting the person to agree only to a lesser point. He or she is no longer discussing the price or quantity, but the timing of the check to send you. You can then arrange one of several solutions: 1) delayed billing from your printer, 2) an invoice presented today but dated January 1st, 3) acceptance now of a check dated January 1st of next year or 4) any other mutually agreeable

You have agreed upon a price that is satisfactory to both parties, but the buyer is still balking at signing the agreement. Uncover the hidden objection by asking a series of questions. The bottleneck may not be price or quantity, but timing.

Begin by enumerating areas of agreement. “We’ve agreed that using this book as a premium can help your company increase sales significantly above its cost. Correct? And we’ve agreed that the price is fair, right? Is it accurate to say that the shipping charges are acceptable, and the delivery date coincides with the promotional blitz you intend to conduct in November? Then what is it that is keeping us from agreeing to this proposal today?

solution that will get the books into the company’s hands.

Add a % for your “trouble” such as, 1) a price increase to cover the interest your printer will charge you for extended billing, or 2) an added bonus of X% if sales of the company’s sales exceed the forecast by a specified amount, or something else that increases your revenue by making the concession.

APSS Top Ten List

Trade shows are beginning to open up again and you can exhibit or attend many of them. Here are the **Top Ten Reasons to Attend a Trade Show**



1. Generate qualified sales leads
2. Networking
3. Build relationships with prospects, customers
4. Launch new titles
5. Test marketing, research
6. Build brand awareness, credibility
7. Meet buyers face-to-face and advance the sales cycle
8. Ideas for new products, markets
9. Keep up on industry trends
10. Meet with key clients



Writing an eBook Can Boost Your Brand and Expand Your Reach

By Jeniffer Thompson

Writing and eBook can be a fantastic (and mostly easy) way to boost your brand and reach your audience. If you’re an expert on a topic, blog often about your industry, or want to go a bit bigger than a blog post, you may be ready to write that eBook! Below you’ll find out why it’s a good idea and the many benefits writing

[Read the entire article here](#)

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn

One benefit of selling your book to a library is that it is loaned to many different people for multiple exposures. But libraries only buy one book, so why bother? Here is a way you can get your book into many libraries – and they will not have to pay for them. Include a company's product and brand name in your content, then get the company to buy a large quantity of your books and donate them to libraries. The library gets a free book and the company gets good PR, product placement and multiple exposures. This would work for fiction or non-fiction.



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)



"You say that each negotiation is different from others. If that is the case, how can I prepare for them?" Cody McLean

Before you negotiate, consider alternatives for each issue that might arise. The more options you have the, more likely you are to close the deal satisfactorily. You can avoid "take it or leave it" situations and lead the discussion toward a possible solution and away from deadlock. Here is an outline for understanding your most acceptable best outcome.

1) Make a list of all the outcomes that would be ideal for

2) What are you willing to negotiate away in return for a favorable outcome? If you must concede on one item in order to get something in return, which of the above criteria is least important to you? If you must grant one point to close the sale, which would it be? For example, customization may not be a major factor to you since you know it entails little marginal cost. But adding a logo to the cover may be critical for your prospect. Customization thereby becomes a quid pro quo negotiating point.

you. Think of all the different options that may come up when you discuss terms for the sale. What is your position on each? Consider these examples of most-beneficial terms:

- a. Short discount
- b. No returns
- c. Little customization
- d. Long delivery time
- e. Large quantity order
- f. Opportunities for recurring revenue
- g. Payment with order

3) What are you *not* willing to sacrifice in return for a favorable outcome? There may be terms upon which you cannot concede. You may not have the financial reserves to print a large quantity of books if they are returnable. In this case, you might offer a greater discount or extended payment terms in exchange for a non-returnable sale.

Special Marketing Periods in May

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



Breathe Easy Month
Clean Air Month
Correct Posture Month
Date Your Mate Month
Family Support Month
Flower Month
American Bike Month
National High Blood Pressure Month
Physical Fitness & Sports Month
National Barbeque Month
Senior Citizens Month
Stroke Awareness Month
Family Support Month
National Senior Travel Month
National Hamburger Month
National Salsa Month



March Marketing Madness

By Brian Jud

Every March basketball fans are embroiled with Madness. However, while not all of us are so captivated with basketball we are all similarly obsessed with book marketing. There are so many marketing “bracket choices” available to authors

that they become overwhelmed and do not know where to start or how to organize and implement an effective marketing mix. Until now. Apply bracketology to book marketing by analyzing each of the four parts of a marketing mix: Promotion, Pricing, Distribution and Product Development.

[See the complete article here](#)

Read It and Reap

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

Tiny Habits: The Small Changes That Change Everything Kindle Edition by BJ Fogg, PhD. A habit expert from Stanford University shares his breakthrough method for building habits quickly and easily. With Tiny Habits you'll increase productivity by tapping into positive emotions to create a happier and healthier life. Dr. Fogg's new and extremely practical method picks up where Atomic Habits left off.

This proven, step-by-step guide will help you design habits and make them stick through positive emotion and celebrating small successes. Whether you want to lose weight, de-stress, sleep better, or be more productive each day, Tiny Habits makes it easy to achieve—by starting small.

