

# 4 Steps to Raise Your Game as a Book Buyer

August 2021

This webinar is brought to you by The Professional Bookseller School and MVB US, provider of Pubnet and Pubeasy. Every day, thousands of booksellers save time and money when they order direct from multiple publishers through MVB's two free services.



## Presented by Jill Hendrix

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- **Dean, Inventory Management Module of PBS's Bookseller Certification Program**
- **Business coach,  
[www.jillhendrix.com](http://www.jillhendrix.com)**

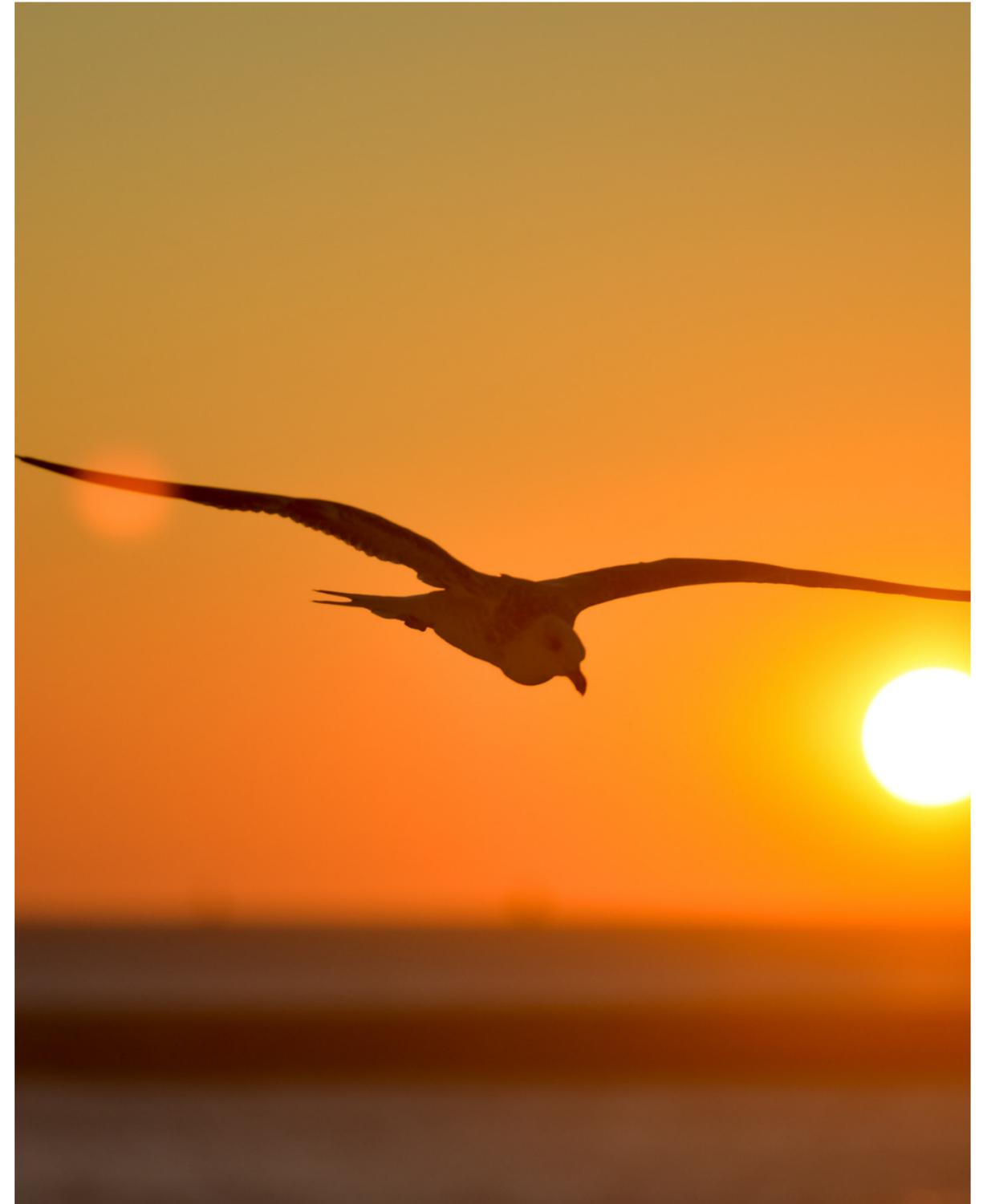


01

# Manage Your Rep Relationships

“In a relationship each person should support the other; they should lift each other up.”

-Taylor Swift





## Financial Benefits

Better terms, extended dating, penalty-free returns, longer return windows, promo offers, coop.



## Exclusive Offers

Signed stock, pre-order campaigns, tchotckes



## Raise Your Profile

Get arcs, invites to pre-pub events, land author events for your store.



## Direct line of Communication

No intermediaries, less confusion, air your concerns.

# Why Order Direct at All?



Publisher vs. wholesaler. Both have strengths and weaknesses. Don't limit yourself to just one tool.

# Manage in Advance of Need

- Terms approval can take 30+ days
- Have an up-to-date credit sheet
- First direct account the hardest
- May take time to get a rep assigned

Free handout:

HOW TO GET YOUR VERY OWN  
BOOK REPRESENTATIVE

# Why Work with a Rep?

## Your Advocate

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Reps are on your side and advocate for you within the house and are your clearinghouse for information.

## Exclusive Offers

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Signed stock offers, promos, and catalog markups all come via a sales rep. Customer service often can't place these orders for you even if you knew about the offer.

## Pick Your Level

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Define the relationship you want. Is it info & exclusives only with a yearly check-in call or seasonal advance frontlist ordering.

Note: Electronic ordering often better than reps for standard restocking orders.

# Rep Relationship Levels

## **Info Only**

Rep distribution list for markups and emails but majority of orders sent through customer service or Pubeasy.

## **Traditional**

Seasonal frontlist buying appointments, backlist promo orders either sent to the rep or through Pubeasy/Pubnet.

## **Custom**

Advocate for your particular needs. Is 5 PRH reps overwhelming? Ask if you can start with just one.

# Regular Rep Check-ins

## **Yearly at a Minimum**

Ask for "business report" or sales volume. Check if you qualify for any tiered programs. Discuss new initiatives (store and publisher) and other issues.

## **Publishers & Ingram**

Make sure to check in with your Ingram rep as well.

## **Info to Prep**

Publicity one-sheet, list of yearly event needs, store photos for phone reps.



## Time

Set a calendar reminder to start setting up a new account every 6 months.



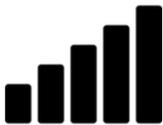
## Author Events

Penalty-free returns important, event deadline can expedite new account process.



## Trade Shows

Bring your credit sheet. Reps motivated to help get your accounts created.



## Volume

Look at your yearly sales volume for a particular house. If \$5000+, time to open a direct account.



## Coop

Newsletter and author event coop could make it worth your while even at lower sales volumes.

# Triggers



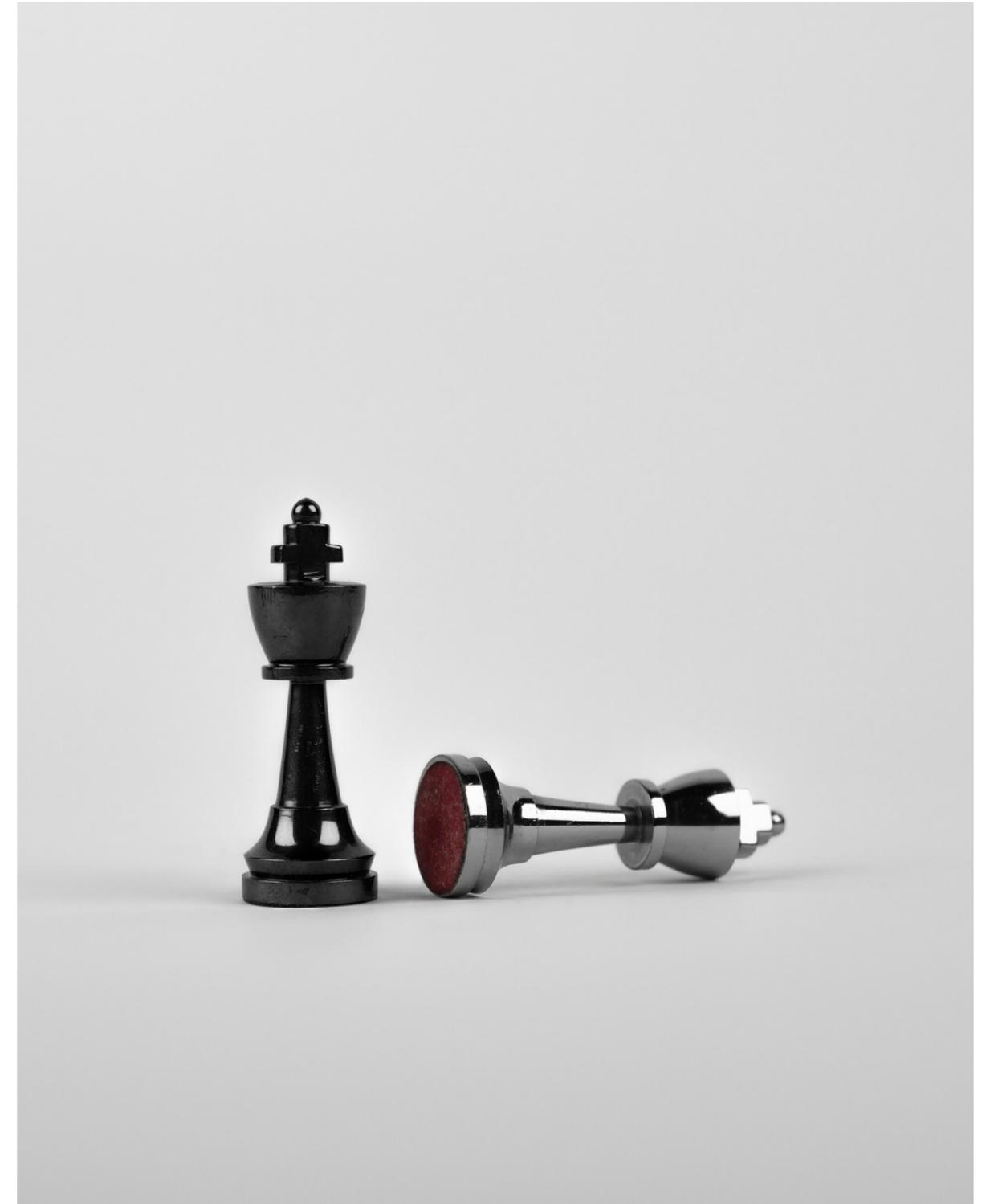
Add your direct accounts slowly over time using these triggers.

# 02

## Develop Your Ordering Strategies

"The essence of strategy is choosing what not to do."

— Michael E. Porter, American economist and founder of strategic management





## Special Order Volume

Do you get more than 15-20 per week or just a handful?



## Frontlist Order Timing

Does ordering 3-6 months in advance freak you out? Transition from JIT can be overwhelming.



## Financial Concerns

Do you hate debt and prefer to pay in advance? Are you new and have low credit limits?



## Low New Book Volume

If your store is small or primarily used, you need strategies that align your ordering time to your volume.

# Key Considerations



These are the key elements that will inform your best strategy choices.

# Recommended Steps

01

**Adjust SPO Promise  
to Match Volume**

—

02

**Meet Ingram  
Shipping Mininums**

—

03

**Peel-offs: Frontlist  
or Restocks?**

—

04

**Pick a Publisher**

—

05

**Create a Regular  
Schedule**

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06

**Peel-off the Next  
Publisher**

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# Recommended Steps

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# Three Strategies

## Low-Volume Store



You might be new, small, or primarily used. Right now you are ordering nearly exclusively from Ingram.

## Growing Store



You are actively growing your inventory and extra dating and discount sure would be helpful.

## Established Store



You do traditional frontlist buying with publishers, have most of your accounts set up but may not be maximizing efficiency.

# Low-Volume Stores

1. Order regularly from Ingram for everything.
2. Pick 1 Big 5 publisher to open direct account.
3. Set up electronic ordering with that publisher
4. Get a rep for the relationship level you want
5. Document requirements: order/FF minimums, frontlist cutoff dates, terms
6. Figure out a restocking schedule that meets minimums:  
weekly/monthly/quarterly
7. Consider building a backlist promo order in advance of fall season
8. Test out doing a traditional frontlist order in Edelweiss
9. Know your credit rep and how to remit payment effectively
10. Once relationship is working and established, repeat steps for another publisher

# Growing Store

1. Special orders primarily through Ingram with a few restocks to make shipping minimums
2. Direct accounts w/ electronic ordering for all Big 5 pubs.
3. Regular Big 5 ordering schedule for restocking and some SPOs that aren't in stock at Ingram
4. Place event orders and signed stock orders with reps.
5. Test out traditional frontlist ordering.
6. Have plan to build for backlist promo orders.

# Established Store

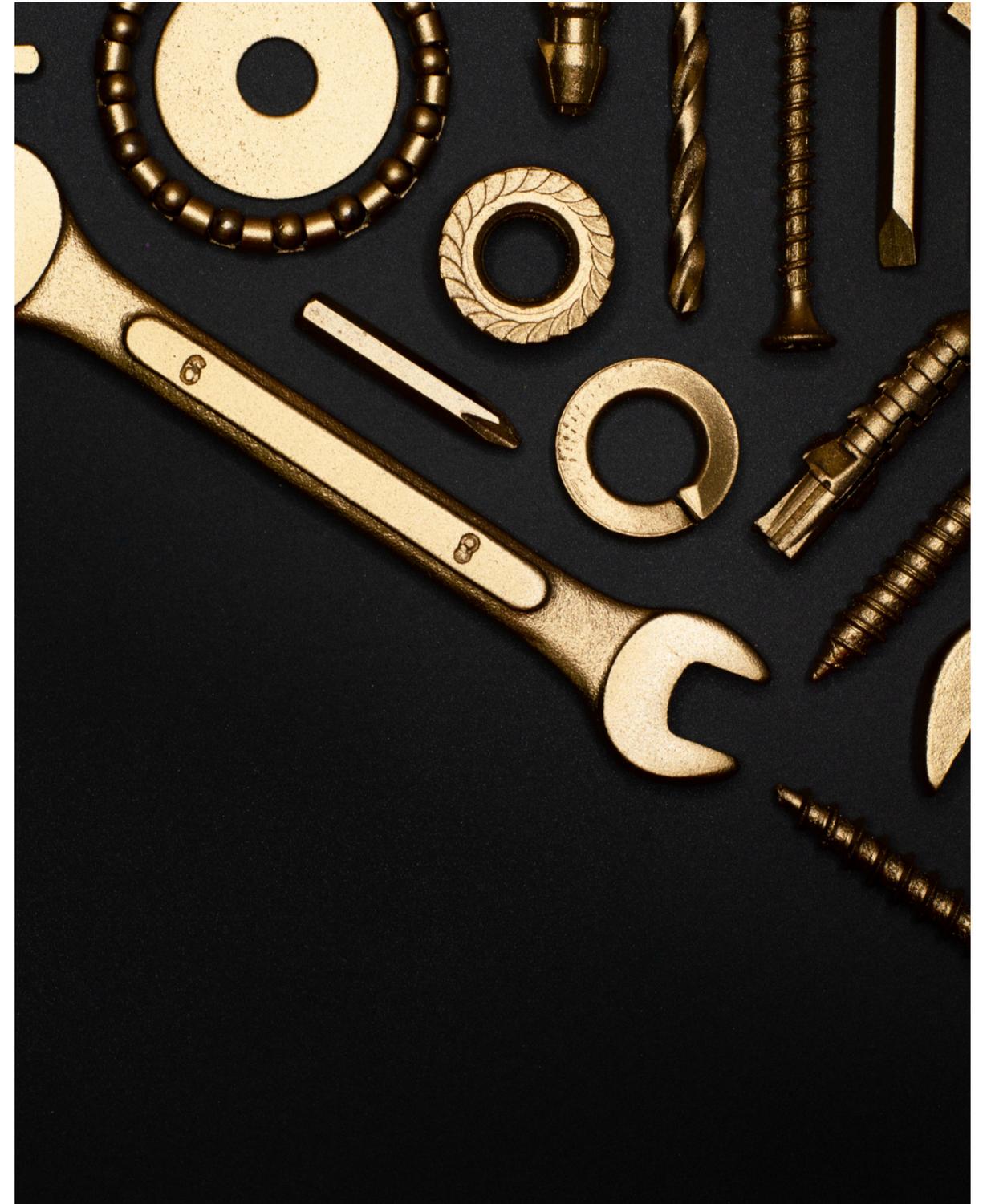
1. Direct accounts w/ electronic ordering for most publishers.
2. SPOs may be sent to publishers that have fast transit times to your store.
3. Enough weekly SPOS to make Ingram minimum so most restocking done direct.
4. Seasonal frontlist ordering with Big 5 and next tier down
5. Take good advantage of promos and coop.

03

# Know Your Tools

“A good tool improves the way you work. A great tool improves the way you think.”

-Jeff Duntemann



# Common Tools

 Bookmanager



Industry Point of  
Sale System (POS)

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INGRAM *ipage*<sup>®</sup>

Ingram ipage

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EDELWEISS   
BY ABOVE THE TREELINE

Edelweiss

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**Pubeasy** 

A SERVICE BY MVB

Pubeasy

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**Pubnet** 

A BRAND OF MVB

Pubnet

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Penguin  
Random  
House



Publisher Biz Sites

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## Ingram Fetch

Additional monthly fee. Helpful for adding customer special orders and hot titles to your inventory.

## Returns

Returnability is fairly unique to the publishing industry so generic POS systems may not easily support return pull lists and return postings.

## Pubnet Ordering

Very convenient to build POs within your POS, submit them to 100s of publishers, and receive automatic price updates and confirmations. Some systems also support invoicing and license-plate receiving.



# Industry POS

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At a minimum your POS should support purchase orders and receiving. Book industry POS systems offer additional integrations.

## INGRAM IPAGE

- Selection lists
- Indie Vault
- SHOP orders
- Backorder cancellation reports
- Can download orders to import to a POS

INGRAM *ipage*<sup>®</sup>

### Log In

User ID



Password (case sensitive)



Log In

[Forgot User ID?](#)

[Forgot Password?](#)

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Have a Question? [Reach Out.](#)

# Pubeasy ↗

## FEATURES:

- Free
- POS not required
- Big 5 + Scholastic and a few others
- 24/7, faster processing, more accurate
- Check distribution for ordering/returns
- Check order status



## FEATURES:

- \$75 setup fee waived if you mention this webinar
- Most industry POS systems supported
- EDI with 100s of publishers
- Orders built within your POS
- 24/7, faster processing, more accurate, more efficient
- Some POS systems support invoice imports

# Pubnet<sup>®</sup>

[Home](#)

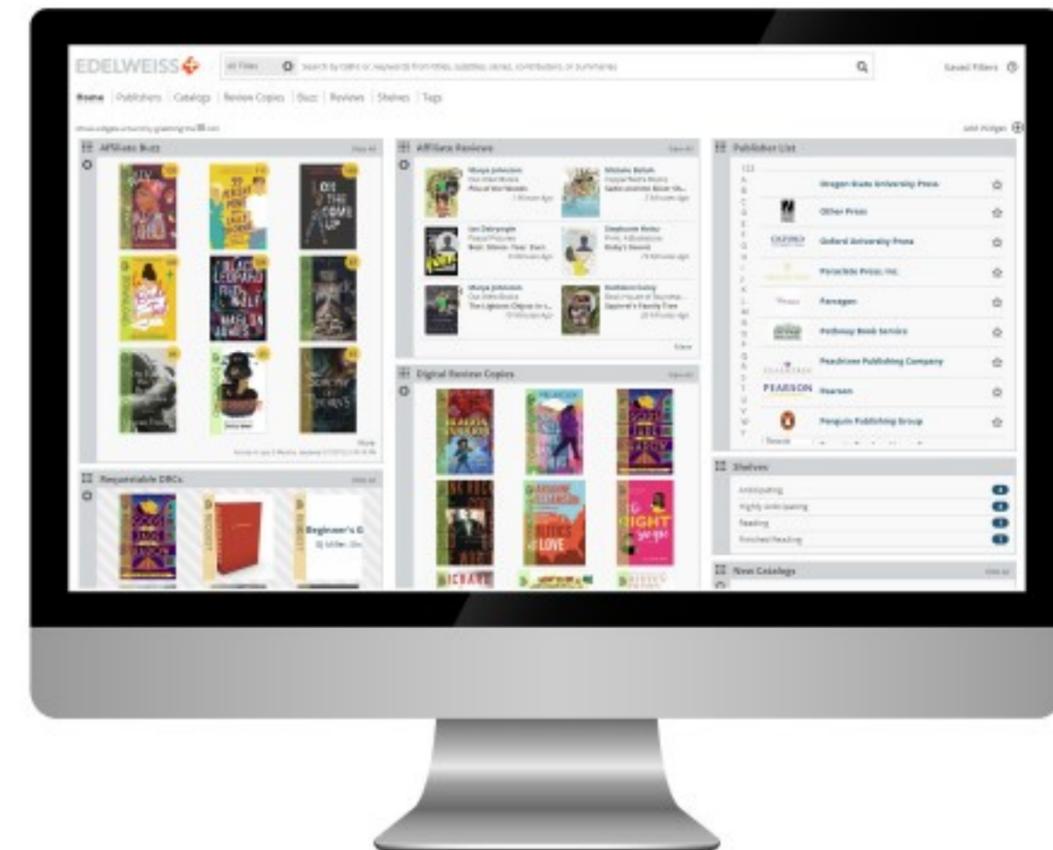
[Informatio](#)



**Efficient Electronic Ordering  
via EDI**

## FEATURES:

- Free
- Primarily (but not solely) used for traditional frontlist ordering
- Need assigned rep for markups/ordering
- Orders submitted thru Edelweiss have a lag (human involvement)
- Can download orders to import to a POS or Pubeasy



**WORK BETTER, READ MORE**

Edelweiss+ is the book industry's platform to market, sell, discover, and order new titles.

## FEATURES:

- Big 5
- If you have an account, you should request access
- All support tracking
- All but MPS support invoice retrieval
- PRH also supports ordering
- Some other uses: coop

The screenshot displays the Penguin Random House Self-Service website interface. At the top, the Penguin Random House logo is on the left, and the text "Self-Service" is in the center. To the right of "Self-Service" is a button labeled "Register an Account". Below the header is a blue banner with the text "Welcome to the new Self-Service website!" and a sub-message: "If you're a current Self-Service user and this is your first time visiting the new site, please click Update Account to sign in and update some account details." A button labeled "Update Account" with a right-pointing arrow is located in the bottom right of the banner. Below the banner is a white sign-in form. The form has two input fields: "Email" with the value "info@fiction-addiction.com" and "Password" with masked characters ".....". Below the password field is a link "Trouble signing in?". At the bottom of the form is a blue button labeled "Sign In" with a right-pointing arrow.

# 04

## Practice Best Practices

“Innovation and best practices can be sown throughout an organization – but only when they fall on fertile ground.” -Marcus Buckingham



# Document, Document, Document

**Publisher info:** terms, minimums, contacts

**Your customer special-order promise:** estimated arrival time, how customer will be contacted

**Your internal procedures:** ordering procedure, backorder followup procedure, etc.



# Order Electronically

## Initial investment/learning curve, yields:

- More efficiency
- More convenience
- More accuracy

## And may also offer:

- Lower minimums
- Extra EDI discount



# Grow Direct Order % Annually

**Measure baseline:** create reports

**Create goal and a plan of attack:** new accounts to open, revised ordering procedures

**Implement, track, and refine**



# Have Your Own Back

**Think long-term:** Individual order savings are small but compound over time like interest.

**Invest in learning new skills/tools:** each tool should increase efficiency, creating a virtuous cycle of more time to learn the next.

**Be your own advocate:** Proactively request info, follow up, escalate through proper channels if need be (not Facebook). See handout.





Questions?