

TIPS FOR HIGHER SALES - Ruth Smith

- * **Hostess coach** well & often! Help her set goals, loan her a few books to encourage Outside Orders from those that can't come, help her be comfortable filling out the Customer Order Form, & stay in touch with her to keep her excitement high.
- * Talk about the **SERIES** rather than just the book. They could even turn to that page in the catalog to see all the others that are the same format & level as the one they like. They will often order others in the same series.
- * **Customer Specials** - show everyone the flyer - everyone loves a good deal. Offer ones that aren't used to the hostess & her friends as a special treat.
- * Show at least one **library binding** - (\$8 more than the other binding) - extra durable, great for gifts & for books that will get lots of use.
- * Show **Kid Kits** - including book and stuff! - great for gifts, traveling, rainy days, & grandma's house.
- * Exclaim about the **Sets at a discount** in the catalog. These also help who that don't know what to get.
- * Suggest having **extras on hand** for last minute birthday gifts. (Great Animal Search?)
- * Mention benefits of the **big encyclopedias** - makes papers, reports & projects more effective and fun, saves trips to the library, makes information accessible the moment the interest is there, great coffee table books, shows your kids you value education.
- * **Suggest more** titles their family will enjoy and **REASSURE** them that they are making great selections.
- * Have 3 best sellers by you when you help write up their order & when they appear interested in them, ask if they'd like to **add on** any of those. (I Can Draw Animals, Squirrel's Tale, Mini Children's Bible?)