



Suggestions for a Successful Sales Conference Presentation!

As you prepare your sales conference presentation, keep in mind that the sales reps have already reviewed the catalog, tip sheets and sales materials. You should not dwell on content (or read from the catalog). **Marketing, promotion and information on the author are crucial.** Please focus on these for the most effective sales conference presentation. The most important thing that you can accomplish is to let the sales reps understand why you are so enthusiastic about the title you are presenting.

- ⇒ It's faster if you present your titles in catalog order. (Before conference the catalog index will be posted on our website at www.nbnbooks.com.) The reps will be following your presentation with their Sales Kits – so it will be easier for them, too! We want them writing notes in their catalog, not searching for your title.
- ⇒ **Concentrate on how you will market each book.** Our accounts want to know what you're doing to generate demand in their bookstores. Be as specific as possible
- ⇒ Compare your titles to others in the marketplace. What makes it better, different or unique?
- ⇒ Tell us about your author. Is your author a columnist (which paper?); a lecturer (what cities?); does s/he have clinics (where?); does s/he lead groups or organizations (where are the chapters?). If this information is on your tip sheets you do not need to repeat it. Geography is an important part of what we do – so any help you can provide here would be appreciated.
- ⇒ Let us know if there will be an author tour or a radio tour. If the cities are listed in the catalog, there is no need to review them – but this is the perfect opportunity for a correction or an update!
- ⇒ Give us a good 20-word selling sentence. Remember that we only have about 30 seconds to sell most titles – so a sales hook can be invaluable. Tell us – in a catchy, irresistible way -- why an account should order this book.
- ⇒ And leave an impression! Use humor, visuals, or fun handouts (something light and easy to carry). Tell us something fascinating or amusing to make your program memorable. We're not just selling your books—we're also selling your company!

Some notes:

- **We will have the capability to run Microsoft PowerPoint presentations.** Please work with your account manager to make your PowerPoint presentation as effective as possible.
- Please don't use your time discussing short discount titles, serial titles, paperback editions, annuals or reprints – unless the marketing or promotion substantially differs from previous history. We will cover any title that you don't cover in your presentation in our closed sales sessions!
- Please do not discuss titles that are not in the Fall 2007 frontlist catalog. If you have a backlist title that you think deserves more attention than it's getting, talk to your Account Manager before Conference. Sales Conference is for frontlist – but we also have backlist sessions, and we would be glad to discuss your title(s).
- Please don't show up with an uninvited author! If you think that an author can add a dimension to one of your titles, talk to your Account Manager before the Conference schedule has been finalized. We like authors – but we need to be able to schedule time for them.
- Please do not run past your allotted time. The only way we can make up for long presentations is to shorten the Rep's breaks and lunches!

PLEASE NOTE: Please have handouts approved by your Account Manager (comparison charts, company brochures, book-related trinkets, etc.). If your handout is approved, they'll tell you how many to bring to Conference. Please let us know before you begin if you would like us to distribute any material. Remember, the reps need multiple copies of your handouts for their buyers.

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