

# Do You Want to Increase Your Sales, Revenue and Profits?

**Finally! A way to help your salespeople sell more books, more profitably, in non-bookstore markets – without them leaving your office**

**A one-day workshop *in your office* -- customized to *your titles* -- shows your staff how to make large-quantity sales**

We show *your* employees how to sell more of *your* books to special-sales buyers. We explain exactly how to find and sell to potential buyers in ways your people may never have considered.



**We can help your sales people get recurring revenue and build your long-term profits**

Our intensive, full-day, roll-up-your-sleeves-and-get-creative events challenge your personnel to stretch their thinking and defy their old habits. Our interactive sessions uncover new ways to increase your business. In one mentally stimulating, yet enjoyable day, your sales people will discover proven as well as innovative ways to:

- **Find buyers in potentially profitable segments that were not previously considered**

Our creative brainstorming sessions go below the surface to reveal lucrative sales opportunities that will have your staff slapping their heads and saying, “Wow! I never would have thought of that!”

- **Become a strategic marketing partner with your customers**

Help buyers solve their problems and you have made a valuable friend and long-term customer. We will show your sales staff how to become a respected and cherished problem solver, building key relationships and recurring revenue

- **Make presentations that will convince experienced buyers that *your books are the best alternative***

When buyers are considering alternative suppliers, success usually depends on who makes the best presentation. Your employees will learn how to present your titles clearly, concisely, confidently and persuasively.



- **Get large-quantity orders – and set the stage for lucrative re-orders**  
Interactive discussions in a relaxed atmosphere (your office) yield ideas, tips, strategies and “AHA” moments that will re-ignite your sales staff

## **How can these sessions help your bottom line?**

- **New ideas.** Your people will discover new users, uses, target buyers, formats, segments and sales techniques for your particular books – not just books *like* yours
- **No travel expenses** since we hold the meeting on your premises.
- **Customized training** on your titles, markets, prospective customers and opportunities
- **Expert advice.** Your coaches for these training sessions are Brian Jud and Guy Achtzehn. They have over 50 years of combined, proven experience in publishing and selling promotional products. Brian was a sales manager, sales trainer and Director of Marketing for several firms, including one Fortune 250 company. He is also a noted special-sales expert and author of *How to Make Real Money Selling Books*, and *Beyond the Bookstore* (a *Publishers Weekly* title). Guy is an experienced, creative and strategic sales pro. He is President of The Marketing & Sales Group (MSG) and The Promotional BookStore. MSG is a leading premium & incentive marketing firm focused on B2B merchandise sales for dozens of Corporate America’s top consumer products.
- **Follow-up meetings.** We conduct follow-up Q & A webinars weeks later to answer questions and strategize even more ways to sell your specific titles.

**In a one-day, customized coaching session – held in your office -- your employees will have everything they need to sell more of *your* books to buyers in special markets.**

**A follow-up webinar gives your sales people a chance to try the new techniques and then ask questions later about them.**

**Your staff can make large-quantity, non-returnable sales to increase your revenue, profits and long-term business prospects.**



### **Contact Brian Jud**

50 P. O. Box 715                      P 860 675 - 1344  
Avon, CT 06001-3138                F 860 270 - 0343  
brianjud@bookmarketing.com  
<http://www.premiumbookcompany.com>

