



## **SALES BOOT CAMP FOR AUTHORS AND OTHERS by Janet Spurr**

### **Ten BEST Ways to Turn Cold Calls into Hot Book Sales**

10. **VISUALIZE.** Remember your most confident time: your college graduation, book launch. Use that confidence when calling or meeting with buyers.
9. **PROP.** Take your book and/or postcards with your cover on it everywhere.
8. **SMILE.** Speak in sound bites, kept it short. Then be quiet and **LISTEN.**
7. **CONNECT.** Be **HONEST.** Speak from your heart. Develop a long term relationship with a buyer. Think of yourself as a business consultant.
6. **BE POLITE.** If a buyer is busy, leave your postcard and ask when is the **BEST** time to call back? Call early, usually 9 or 10 a.m. never call on a Saturday or holiday.
5. **ALTERNATIVE CLOSE.** Ask a buyer, “Would this week or next be better to call you back? Keep your voice upbeat and positive. Practice on a friend.
4. **FEEL, FELT FOUND.** If you sell your book to other retail stores, such as; gift shops, boutiques, etc., suggest, “Yes I had a client who felt they couldn’t sell books, but they found they sold six books and now they feel good about their decision. Oh six is too many. What about three? Or 20?” Humor works.
3. **BE ORGANIZED.** Follow up forever. I keep records on colored 5 x 8 index cards, with a manager’s name, birthday, etc.
2. **REORDERS.** Call back stores before or after specific holidays. Send signed book plates to stores. Get an employee in the store to read your book.
1. **PROMOTE ALL THE TIME.** I have magnetic bumper stickers on my car with my title and beach chair logo. Google to find a day that connects with your book or title.

**Most important, remember your dream and share it with the world.**

