

GETTING STARTED AS AN ISHK/HOOPOE BOOK REP

Before you start, make sure you have communicated via email your desire to help as a book rep. If you have not filled out the Volunteer Form on our website, do so now. (See ishk.net/help.html, and choose the “Volunteer Information Form.”)

You will find most of the material you will need on our Volunteer Resources site (ishk.net/vr/bookreps). For the latest catalogs and book flyers, please contact the ISHK office at ishkhelp@aol.com and put in the SUBJ: “Rep Materials.”

There are 3 types of customers that book reps should be aware of: Trade (Retail Stores), Distributors (to both bookstores & libraries), and Libraries. Below are brief notes on repping with each of these.

TRADES (RETAIL STORES)

Locate the bookstores in your area that would most likely carry our books. Especially check out the children’s book buyers, check out children’s bookstores, and make lists of ones to contact.

Making cold calls works for some reps, but calling ahead of time to establish the name of the buyer helps you to make a better impression. Introduce yourself as a representative of ISHK/Hoopoe Books. You do not have to say that you are a volunteer unless asked.

Be very familiar with our catalogs and promotional material so that you can present our books with ease and as quickly as possible (most buyers do not have a lot of time to spend with reps). Everything you need to know about our books is in the promotional material, but sometimes you will be asked a question you may not know how to answer. Simply tell the buyer that you can find out the answer and get back to them (make sure that you get back as soon as you can, or they may forget what they asked.) It helps to have a sample of the Hoopoe Books. As a rep, you are entitled to a rep discount of 20%, so let ISHK know what books you need (email Shane at shane455@aol.com).

Be familiar with our trade discount schedule (it’s located on our current price list). Tell your trade buyer that we’d prefer they ordered our books through major distributors such as Baker & Taylor and Ingram, but that we do also sell directly to trades. Find out who their normal distributor is, and if we need to, we may set up an account with their distributor (see Distributors below).

Once you drop off catalogs and promotional material, include a business card (which you can download from this Volunteer Resources, or ask Shane to print some for you -- shane455@aol.com), and tell them you will call back in a week or so to see if they need anything further. Make sure you do contact them, and if they need more information, get it to them.

Once you make your initial contact with a bookstore or trade, make sure you keep up the liaison by getting them information on our new or forthcoming books, new reviews, etc.

We will continuing add this type of promotional material to the Volunteer Resources site, and will email you when we have new products and material.

Chains: Bookstores such as Borders, Barnes & Noble, Amazon.com already carry most of our books, and most of these chains buy through major distributors.

DISTRIBUTORS

Do some research for book distributors in your area. We have contacted most major distributors in the USA and Canada, but occasionally we run across one that is unfamiliar to us. Look for children's book distributors, Spanish-language book distributors, Audiobooks distributors, etc. Contact the ones in your area, and get a contact name. You can arrange to send or take them samples and catalogs. But, the best way to handle this, is to send all the contact information to our Distributor Coordinator, Phil Loomis (philloomis@aol.com) and he can get us started on setting up an account with them. Phil may ask you, however, to visit or contact them. Most distributors have special agreements with ISHK drawn up, and this has to be done by our main office.

Read the "Trade" notes...they apply to distributors as well.

LIBRARIES

Most libraries buy through distributors such as Baker & Taylor, Folletts, Ingram. If you wish to help with getting our books into libraries, we suggest that you notify Sally Mallam (mally240@aol.com) and tell her you are interested in repping to libraries ... mark the email SUBJ: "Library Project Help" and she'll get you started.

CONFERENCES

As you may know, ISHK is represented at Trade and Library conferences throughout the USA and Canada. If you are interested in helping with conferences, please let Shane in Los Altos office know (shane455@aol.com).

REP REPORTS

Write up your reports (see the suggested form on the Volunteer Resources site), and send to Los Altos Office, P O Box 176, Los Altos, CA 94023...or email them directly to Shane (Shane455@aol.com). Make sure your reports have the entire contact information as suggested on the Rep Report Form. If you need more material or have questions, contact Shane.