

You don't have the book in stock.

Where will you buy it?

How will you decide how many to buy?

1. A customer asks for a book she heard about on a television show about a week ago. It's a book you never heard of.
2. You've gotten two calls for this book since you opened in the last 30 minutes.
3. A teacher emails you a list of books she will assign for summer reading. Her class has 32 students.
4. As you review the ABA Bestseller List, you notice a novel is selling well in many stores, but you've had one in stock for weeks.
5. A member of a local book group regularly calls in advance to let you know their latest selections. You've got the titles for the next two months.
6. A local caterer calls to order a new edition of her "most favorite cookbook".
7. Your newest bookseller has listed two books he'd like to display in the 'Staff Favorites' section.
8. You get an email from a questionable source asking to immediately ship 50 copies of a \$35 technical book and provides you with the bank account information.

Responses on next pages.

Responses

1. A customer asks for a book she heard about on a television show about a week ago. It's a book you never heard of.

Look up the book and offer to “get a copy” for your customer. Order from your wholesaler for quick turn-around since a customer is waiting for the book. Add an additional copy for stock only if you think you'll sell another copy to another customer.

2. You've gotten two calls for this book since you opened in the last 30 minutes.

Take the customer orders and add additional copies for stock on your next wholesaler order. When books are featured in the media and the author makes an authentic connection with readers, you'll not only immediately hear from customers, you will likely sell more copies with a nice feature display.

3. A teacher emails you a list of books she will assign for summer reading. Her class has 32 students.

Thank the teacher as this represents a potential flow of families into the store! Find out how many books each child needs to select from the list and whether the teacher will let children and families know the books are available at your store. Start with a copy or two of each book (depending on the size of your market) ordering direct from publishers for which you have accounts. Have the books on display as soon as school is out for summer. Keep the list handy for staff reference. Reorder throughout the summer (from publishers and wholesalers) and know that many kids procrastinate and can come in the week before school resumes. You'll know them by the look of distress in their faces!

4. As you review the ABA Bestseller List, you notice a novel is selling well in many stores, but you've had one in stock for weeks.

Make sure it's displayed with other Bestsellers and add a shelf talker to draw attention to why the book is so well received. Watch sales and if the books begin to sell rapidly, add another copy to your wholesaler order and put another copy on an open purchase order with the publisher.

5. A member of a local book group regularly calls in advance to let you know their latest selections. You've got the titles for the next two months.

The time factor is such a critical piece of information as you'll need a little more time to get books from some publishers. Add titles to your open purchase orders for publishers for which you have open accounts. Add all other titles to your wholesaler orders. Monitor how many copies you typically sell for this book group's selections. If the group loved the book, ask a member to write a shelf-talker for you.

6. A local caterer calls to order a new edition of her "most favorite cookbook".

Order a copy from the publisher and ask the caterer to write a shelf-talker, or, ask for permission to quote the caterer on a shelf-talker. Replenish as necessary through the publisher.

7. Your newest bookseller has listed two books he'd like to display in the 'Staff Favorites' section.

You'll want to make sure this new staff member feels included on your crew, so order copies from the wholesaler and get them on display as soon as possible. Make sure your new bookseller writes a shelf-talker. Review and give constructive feedback.

8. You get an email from a questionable source asking to immediately ship 50 copies of a \$35 technical book and provides you with the bank account information.

Sure looks like a bookstore scam here! Look in your bookstore's customer records to see if this person is on record as a customer. Don't spend too much time on these kinds of requests if the person is unknown to you. This is another reason it makes good business sense to collect customer names and email addresses whenever you can. Create a fun loyalty program and people will come in to request they get regular news from you.