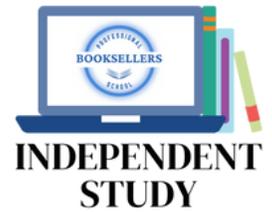


# Buying Criteria Terminology



**Just in Time (JIT) inventory** - Ordering for a short term sales window

**Availability** - level of stock at publisher/wholesaler

**Reprint** - new printing of same edition

**Shipping Times** - Usually the amount of time it takes the publisher to pull, ship and arrive. Some publishers use this to mean ship and arrive.

**POD** - Print on Demand

**OP or OOP** - Out of Print, edition no longer in print with publisher

**OSI** - Out of Stock Indefinitely- no reprint scheduled

**OS or OOS** - Out of Stock-usually means awaiting reprint

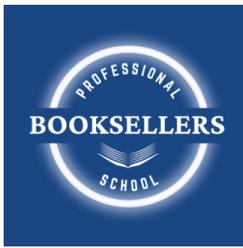
**Pub Date** - Date set by publisher for publication

**Street Date** - Date set by publisher for sale

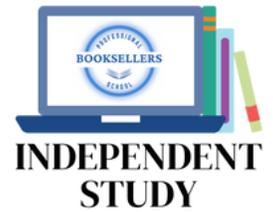
**Print runs** - Quantity publisher intends to print/ or has printed

**ARC** - Advanced reading copy, also once known as galleys, mostly soft bound pre pub editions for review.

**Terms** - Discounts, Return Policies, Coop, Minimums



# Sample Buying Criteria



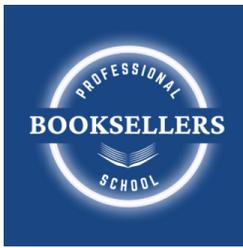
## Case Study: Fiction Addiction

### Store Background

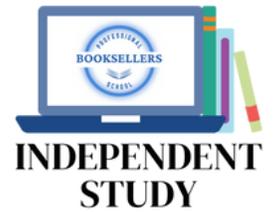
Fiction Addiction is a 20-year-old store in Greenville, SC that sells new books and some book-related sidelines. They also have a successful event program. Their current store is 1,000 square feet. Their goal is yearly turns of 3. They use Edelweiss 360 to send weekly new release emails to comps plus a weekly themed email to their entire list. They use MailerLite to send a monthly newsletter to their list. They also send their list monthly emails for Indie Next Picks and Pre-Order Campaigns that are powered by Shelf Awareness and quarterly emails for their regional "Okra Picks".

They do best with fiction (thus the name), but also carry "browsable" nonfiction such as history, cooking, and regional nonfiction. They don't have a separate bio/memoir section. They have strong customer support for many Fox News personalities, but also have liberal customers. Their best sections are regional (especially the summer beach read authors like Karen White, Mary Kay Andrews), general fiction, history, and children's books. Staff reads a lot of genre fiction: mysteries, sf, fantasy. They don't do particularly well with:

- literary fiction until wins awards
- Christian fiction
- non-Southern bios/memoirs
- Parenting
- Business
- The Arts (film, music, etc.)
- Self-help
- Wordless picture books
- Children's nonfiction
- MG issue books
- YA mystery/horror
- Superliberal/activism (but mainstream Democrat sells OK)
- minibooks



# Sample Buying Criteria



## Frontlist Criteria

Default answer is No

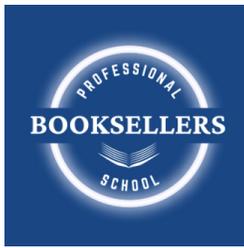
To take a title, must meet at least one of these criteria. But meeting the criteria does not mean having to take the title:

- Author track record with store (if minimal sales then need to be connected to an active customer)
- Qualifies for three E360 campaigns (new release + 2 themes)
- Staff pick (already reviewed)
- Display coop (\$25 for 6, I rarely do for less or do more complicated offers)
- Large print run (200,000+ for fiction; 100,000+ for nf/kid's)
- Local author or set in SC
- Regional subject (i.e., Biltmore, Greenville, Shoeless Joe Jackson)
- Previously identified hole/need
- Fiction: 5+ appropriate comps with sales; nonfiction: 1-2 appropriate comps with sales
- Signed stock

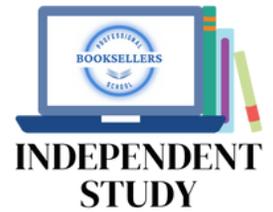
If on the fence, don't take. If rep pushes as a suggestion an on-the-fence title, then take at that point.

### Estimating quantities:

Bump up for coop, signed stock, likely event authors, or holiday one-shots, especially if several of the other criteria have been met (i.e., staff pick, track record); otherwise take what should sell in the first 30-60 days depending on how easy it is to re-order from that publisher.

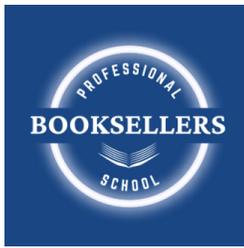


# Consignment Criteria

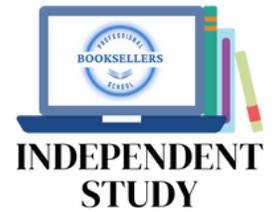


If you do consignment sales, where you put a book on the shelves and then pay for it only after it sells, at an agreed-upon split (60/40 is standard with 60% to the author and 40% to the store), set up a page on your website that includes all your requirements for stocking a title on consignment. Among the things you need to decide:

- **Geography limitations** - Stores often limit consignments to authors who live within a set distance from the store, because consignment sales are heavily driven by local connections. That distance eliminates consignment from far away as well as any larger metro regions nearby with tons of self-published authors that don't really sell at a local bookstore.
- **Basic requirements** - an ISBN, a spine that displays the title, a barcode, a retail price printed on the book or stickered with the price.
- **Payment terms and schedule** - If you're planning to pay 60 percent of the cover price for each copy sold, and you'll be sending out checks four times a year, let everyone know that. It's smoother to process all consignment payments together at a certain time, than committing to pay individual authors after a certain length of time.
- **How to submit a book for consignment** - You might ask authors to send an email to a particular person or have them fill out a Googleform or webform. Make it clear if you want them to deliver the books along with their form, or if you want them to wait until you've asked them to bring them in.
- **Store policies for restocking, declining to carry a book, and disposing of books that don't sell** - If you've decided that a book that hasn't sold in six months will go back to the author, let them know that up front, and let them know it's their responsibility to pick up unsold books in a reasonable amount of time. (This is another good reason for only doing local consignment.) Many stores handle the returns of consignment books the same as any other books, and pull them during their regular returns process if they don't meet the threshold to stay in the store, returning the stock to the author along with any remaining money owed them for sales. If they don't pick them up after a month, the books get donated somewhere.

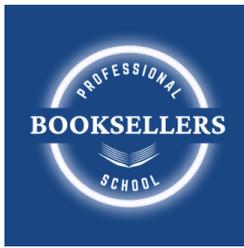


# Consignment Criteria

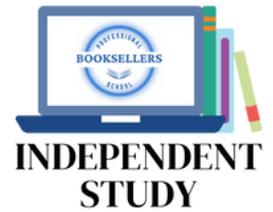


- **How to track consignment sales in your POS system or in your inventory records, so you'll know who you have to pay and how much** - Some stores have created a specific department called Consignment, that makes it easy to run consignment sales reports from the POS. Some POS systems have vendor files you can mark as consignment when appropriate.
- **Fees or not** - Some stores charge a processing fee, sometimes around \$25 dollars, for handling all consignment books. There are some solid arguments for that, and if you're being inundated with frivolous consignment requests, you're going to be looking for anything that will keep the numbers down. But if you charge a fee, you are then obligated to follow through on whatever you promised to provide for that fee, and authors can get pretty stropy about their sales expectations if they paid to get the book in the store. So think carefully about whether or not you really want to mess with charging a fee. There are other ways of reducing your consignment requests.

Finally, if a local author's book or products sell consistently over time, say, a local photographer's coffee table book and photo magnets featuring your area, that's a good reason to switch from handling them on consignment to paying them up front like all your other vendors. It saves a lot of administration time and bookkeeping hassle!



# Sample Consignment Agreement

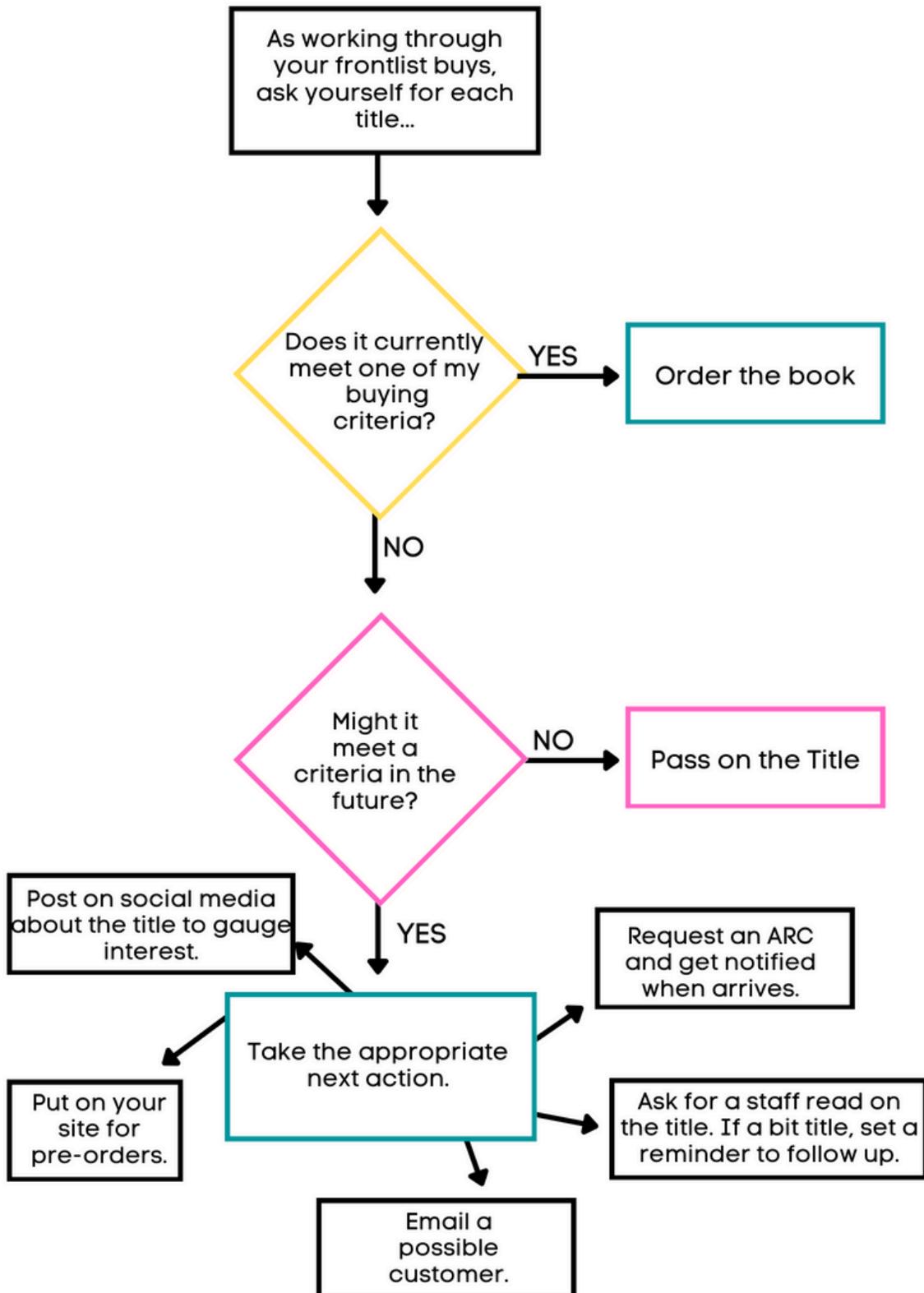


Paradigm Books is proud to support our local authors, and our consignment program affords us the opportunity to carry more independently published, self-published, and print-on-demand titles than we could through traditional purchasing. Because we are approached with regularity by authors hoping we will sell their books, we have created this written consignment policy so that all expectations and aspects of our consignment program are clear.

## **Please note that all consignment inquiries must come through the form on our website**

- For a book to be considered for consignment at PRINT, it must have the following; A printed and bound spine displaying the title and author's name (no staple or spiral bindings, please); A cover displaying the title and author's name; A 10- or 13-digit ISBN
- We cannot accommodate walk-in or telephone inquiries about our consignment program. You must fill out the "Consignment Request Form" on our website.
- When first inquiring about consignment via the form, please supply the following;
  - the net/wholesale price of the book
  - title, author, and ISBN
  - cover image
  - a short synopsis
- Unsolicited books - either sent by mail or delivered in person - will be recycled.
- Review of books being considered for consignment can take up to three weeks. We will notify you via email of our decision regarding your book as soon as possible. Review decisions made by our buyers are final.
- Consignment is labor-intensive: creating accounts, tracking sales, managing stock, and issuing payment must be done for each consigned author. Recognizing this, PRINT collects a non-refundable one-time fee of \$25.00 per vendor/author we accept in our consignment program.
- If Paradigm accepts your books on consignment, we require two pieces of documentation;
  - A signed and dated copy of our contract
  - A federal W-9 form
- Our consignment program offers authors a 60-40 sales split, with 60% of the cost of each book going to the author. We pay bi-annually for consignment sales.
- Paradigm has total discretion in regards to placement of your book both in-store and online. Like you, we want your book to sell, and will place it where we believe it has the greatest chance of success.
- We review sales performance every six months to determine whether to keep titles in stock. If we choose to no longer stock a title, authors will be asked to pick up any remaining stock. Books will be held for one month after termination notification.

# Iterative Buying 1



# Iterative Buying 2

