



COURSE CODE: INVENTORY MANAGEMENT

Jill Hendrix, Dean
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[Schedule a call](#)
Course Office Hours:
Available weekly, see Discord

Inventory Management Module 2024
Course Meeting Days: Wednesdays
Course Meeting Times: 6-8 pm Eastern
Course Length: 1/17/24-5/8/24
+ final project due 6/4/24

COURSE DESCRIPTION: The Inventory Management Module is a module of The Professional Bookseller Certification Program of The Professional Bookseller School, Inc. The module is designed to teach owners and/or store buyers how to efficiently select and order the new book inventory that will sell best for your particular store; how and when to order direct from publishers for better discounts, how to maintain cash flow via returns, turns, and budgets; how to integrate marketing and merchandising into your buying process so that your carefully selected inventory actually sells; and how to analyze and improve your buying process over time.

CERTIFICATION VS AUDIT TRACKS: Students may register for either the certification track or the audit track.

The certification track has attendance, homework, and final project requirements. Students come in with varying levels of experience. An inventory management certificate demonstrates that no matter your experience level, you have mastered the course material and met the objectives below. Experienced buyers should realize they may already know much of the information covered here, yet we hope the course will provide them with new tips and techniques and help them fine-tune their existing systems. Newer buyers will generally need to allocate more time for homework than experienced buyers, and should use the class to ask questions, and design and implement new systems. See our certification guidelines for more detail.

The audit track is designed for store owners and experienced buyers interested in learning best inventory management practices, but who may not have the time or need to fulfill the certification requirements.

Audit students are welcome to complete any and all homework assignments if they wish instructor feedback on their work or to cement their learning.

PREREQUISITES/COREQUISITES: Participants must have a current membership with the American Booksellers Association (ABA) and/or their regional booksellers association. Preference is given to participants who are employed by or own a retail bookstore (this includes a mobile or pop-up shop) that has at least 25%+ new book inventory. The course will briefly touch on sidelines (gift items, used books, remainders), but its focus is on buying new book inventory. *This course is not for someone who does not own, work, or plan to work in a bookselling business. (Prospective booksellers are welcome to audit the course but will likely not have access to the tools required for certification.)*

OBJECTIVES: As a result of this course, you will be able to:

- Track your frontlist buying for budgeting purposes.
- Consider different strategies when your constraints change (time vs money/space).
- Calculate inventory turns, as well as COGS for inventory purchased at different terms.
- Create/document your store's special order promise, procedures, and workflow.
- Demonstrate an understanding of your community, store identity, and demographics.



- Set and/or document your store's buying criteria.
- Establish and/or document communication procedures between the buyer and other staff/departments.
- Centrally track vendor information (including publisher promotional offers) and your store's buying systems and procedures.
- Determine the distributor for a small press.
- Know the value of a good sales rep and how to request and work with one.
- Tune your Ingram account settings to match your sales volume and to minimize freight charges.
- Use key tools on iPage (search, selection lists, stock check) and import from Ingram into your POS.
- Create a direct publisher frontlist order using an Edelweiss rep markup and import it into your POS.
- Use Edelweiss features such as tags, notes, and custom exports.
- Understand industry children's book terms like F&G or middle grade.
- Understand what the IndieNext list is and how to nominate a book you loved to it.
- Price sidelines to achieve a desired profit margin.
- Create a restocking schedule.
- Use Pubeasy to check publisher stock levels and/or place orders.
- Determine the appropriate publisher to return books to.
- Generate a publisher overstock return pull list.
- Understand the publisher co-op system and how it affects a store's bottom line.
- Access the Ingram wholesale co-op reports needed to apply for indirect co-op.
- Create efficiencies using Edelweiss filtering.
- Set buying performance goals and know how to track and analyze your metrics.
- Discuss the benefits of advanced tools like Pubnet and Edelweiss Analytics.
- Personalize the techniques you learned in class to apply to your store's specific situation.

REQUIRED ACCESS AND RESOURCES:

For both tracks:

- Able to access the internet.
- Create a free account on the Professional Bookseller School Inc. Web Page at <http://professionalbooksellers.com>.
- Have a primary email account to receive course communications from hello@professionalbooksellers.com (please add to your Safe Senders list).
- Able to use Zoom video conferencing software to participate in classes.
- Able to view documents in PDF, Word, and Excel formats.
- Have/create a [Trello](#) account (free)
- Have/create a free [Discord](#) account to communicate with instructors and other students, download handouts, and attend office hour sessions.
- Have time to watch weekly (live or recorded) class and participate in breakout rooms.



For certification track:

- Access to a desktop computer (Mac or PC). Mobile devices can be used to watch class, but a desktop is needed for certain homework assignments.
- Access to a POS system that tracks individual inventory and supports purchase orders/receiving. (Anthology can provide test software if needed.)
- Access to an Ingram account with an iPage login with buying privileges and permission from your store owner/manager to place at least one real Ingram order. (We can provide a test account if needed.)
- Attend 12 of the 16 classes live.
- Create/have at least one account with a Big 5 publisher (Penguin Random House, HarperCollins, Hachette, Simon & Schuster, or MPS). Contact eileen@professionalbooksellers.com if you need help setting up your first account.
- Know the email address and password to an Edelweiss account linked to your store that has buying privileges enabled. (If your store is not supportive, we can provide instructions on how to create a test account.)
- Have permission to import an Edelweiss order into your POS system (you can void/delete it afterward if need be).
- Have/create a [Pubeasy](#) account (free) linked to your store and at least one of the store's Big 5 vendor accounts (including permission from your store owner/manager to establish this if not already in existence). (We can provide a test account if needed.)
- Have time to spend an average of 2 hours per week on homework assignments and complete your final project.
- Be familiar enough with Excel to create a basic formula (e.g., multiply two different cells together).
- Have access to your owner/bookkeeper for Class 12-14 homework assignments.
- Have time to attend at least one office hours session.

PRE-WORK:

Certification students who are not currently working as buyers but have aspirations to become buyers in the future may need to do some additional work before the course begins to gain access/create logins on the required elements that were outlined above.

Students who haven't used Trello before will need to create a free Trello account and work through a Trello tutorial we have created and will provide prior to the start of class.

All students should install the latest version of the Zoom software and set up the course meeting times on their calendar (with reminders). See the class schedule at the end of this document.



Students who haven't used Discord before should create a free account and review our handout on Discord, which will be provided prior to the start of class.

ATTENDANCE AND PUNCTUALITY: Advance notice of live absences should be emailed to the Dean (just as a buyer would let a sales rep know as early as possible if you had to cancel a scheduled appointment.) Attendance is represented by your participation in the LIVE classes. Please make your best efforts to join class on-time. Recording of Live classes will be available on Discord and the Professional Bookseller School website. A link to the recording will be posted in Discord, and included in the weekly Friday email.

COMMUNICATION: Information and important announcements will be communicated during each class or via .email We will send two regularly scheduled emails: a reminder email on Monday mornings and a follow-up email on Fridays. Current participants may ask questions during the Q&A sessions at the end of each class or over Discord, schedule private sessions with the Dean via [Calendly](#), or email/DM private questions to instructors (instructor contact info will be provided in Class 1 handouts). Certification Students are required to attend at least one office hours session and Audit Students are encouraged to take advantage of this access to instructors as well.

STUDENT NETWORKING: Students will be invited to a private Discord server for the course and will use it to communicate with other students and instructors throughout the course. Students will be offered an additional opportunity to chat with their peers for a 20-minute period in breakout rooms after each even-numbered class. Suggested icebreaker questions will be provided.

HOW TO SUBMIT ASSIGNMENTS AND RETRIEVE HANDOUTS: We will provide a template inventory management Trello board as part of the Week 1 homework. Each student will make their own copy of the template board and then email the link to their board to the Dean (jill@jillhendrix.com). Students will attach completed assignments to their individual Trello boards, which can only be accessed by instructors and not fellow students. Assignments are always due by the end of day Tuesday (in your time zone). Handouts that accompany each lecture will be uploaded to the course Discord server in advance and should be downloaded and reviewed prior to the lecture, especially the vocabulary terms. Audit students are encouraged to create a Trello board and to complete other homework assignments, especially for any material new to them. Handouts and class video replays will be available for viewing for 60 days after the course ends on 6/4/24.

GRADING: Assignments will be Pass/Fail. Failing assignments will be given feedback on how to bring the assignment up to standards and the assignment can be redone prior to the end of the module.

LATE WORK: No work will be accepted after the deadline for the Final Project without prior permission. Students turning in late or re-worked homework should tag the appropriate instructor in Trello once uploaded so that it can be graded. We highly recommend that students turn in homework assignments on time as experience shows it is very hard to catch back up if you get too far behind.

CONFIDENTIALITY: Homework and store data submitted by students during this class is kept confidential among the instructors and is not shared beyond that without the student's explicit permission. Instructors are reviewing for comprehension of assignments and completion of tasks. Anything shared with permission will be anonymized when possible. It is also understood that the work done in this class is the sole property of the student, regardless of source of registration



funding. Course materials (including but not limited to videos and class slide decks) are the copyrighted property of the Professional Booksellers School, Inc. Use and viewing of class videos is limited to the enrolled student and may not be shared or distributed. Students, however, are expected and allowed to incorporate the provided forms, handouts, procedures, and best practices from the Professional Booksellers School course to their bookstore work.

CODE OF CONDUCT:

The Professional Booksellers School, Inc. (PBS) values the dignity of everyone with whom we interact. Our safety and anti-harassment policies are critical to ensuring that this core value guides how we speak and how we act. All participants in PBS courses and events are required to adhere to PBS's code of conduct, as described below. This includes booksellers, PBS staff, instructors, speakers/presenters, guests, donors, volunteers, and all affiliated students.

PBS is committed to a broad vision of diversity, equity, and inclusion. This includes providing a harassment-free experience for everyone, regardless of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), ability, marital status, sexual orientation, or military status, in all of its activities or operations. We do not tolerate harassment, discrimination, or other disrespectful or unlawful behavior based on any of these characteristics. We are committed to providing an inclusive and welcoming environment for our students, staff, volunteers, instructors, donors, subcontractors, vendors, and clients.

Behaviors that violate this policy include, but are not limited to:

Offensive verbal comments related to any protected category above

Inappropriate physical contact

Unwelcome propositions, attention, words, or conduct of a sexual nature

Unwelcome virtual contact inside or outside of PBS settings

Inappropriate or obscene jokes, remarks, or gestures

Intimidation, stalking, or trolling

Disrespect towards difference of opinion

Sustained disruption of speakers, conversations, classes, or events

Unauthorized screenshots, photography, or audio or video recording

PBS expects all participants in its programs to follow established rules throughout official classes, office hours, virtual platforms, and related social gatherings.

PBS takes any violation of this policy seriously. Accordingly, participants who violate this policy may, in the judgment and discretion of PBS, be asked to stop; may be expelled from a PBS class or event, without refund if applicable; may be prevented from attending future PBS classes or events; may be banned from virtual platforms; and may have future PBS participation privileges revoked.

If you are being harassed, observe someone else being harassed, or have concerns about potential violations of this policy, please notify PBS staff immediately. PBS will take all appropriate action in response to protect anyone affected by violations of this policy.



Privacy Statement

For Stores

PBS asks for both public (address, etc) and private (square footage, POS, sales levels) information from stores who are members. We ask for this private information to help us understand and support students. The only public-facing information, in our website directory, is the store's name, address, contact information, and regional trade association. PBS uses both private and public information to analyze the effectiveness of our courses and our school, but reports only aggregate data. All other store information is protected and available only to PBS staff.

For Individuals

PBS asks for both public (bookstore, job title) and private (home address, demographic, years of experience) information from individuals who are members. The only public-facing information is the student's name, bookstore, job title, and earned certifications. PBS uses both private and public information to analyze the effectiveness of our courses and our school, but reports only aggregate data. All other information is protected and available only to PBS.

For Homework

We recognize that homework can contain personal or sensitive information. Student homework assignments are uploaded into formats available only to the individual student, PBS staff, and instructors, with the exception of projects delivered live in class. These projects are announced well in advance and student presentations are never recorded. All student homework for PBS is owned by the student, not PBS or the student's employer, and is confidential and protected. All shared, spoken, shown, submitted, and typed information is protected and confidential and not to be discussed, saved, or shared outside of applicable PBS classes, platforms, or events without express permission.

COURSE REQUIREMENTS

Section 1: Introductory Material

Class 1: How to Successfully Complete the Inventory Management Module

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90 Min Webinar (45min Instruction, 30-45 min student intros & Q & A)

We'll discuss the value of this course, our syllabus, and the importance of inventory management for profitable, successful stores; the Strategic Inventory Management Plan you'll create as part of the course; the tools and mechanics of accessing class files and then turning in homework; best tips to get the most out of this online course; the expectations of the instructors, guest speakers, and participants.



Course Resources:

- ✓Code of Conduct
- ✓Course Syllabus
- ✓Final Project Guidelines
- ✓Certification Guidelines
- ✓How to Attend Class
- ✓How to Do Homework
- ✓Trello & Discord Tutorials
- ✓Zoom Links
- ✓Sponsor Special Offers

Class 1 Handouts:

- ✓Inventory Management Contact Info
- ✓Must-Have Inventory Management Systems
- ✓Inventory Management Strategic Plan
- ✓How to Copy a Trello Board (video)
- ✓How to Learn from *Outmart Your Brain*

Homework:

- ✓Create a free Trello account
- ✓Make your own copy of the template board
- ✓Send the Dean the link to your board
- ✓Create your first Trello “card”.
- ✓Introduce yourself on Discord

Class 2: Book Buyer Overview

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90 Min Webinar (60-75min Instruction, 15-30min Q & A) + 20-Minute Breakout Rooms

This is an overview of the skills, systems and tools you will need to succeed as a book buyer. We will also cover some industry background material, including industry-specific terminology, the benefit of publisher reps, and standard operating procedures.

Handouts:

- ✓Essential Terms for Buyers
- ✓How to Get Your Very Own Book Rep
- ✓Frontlist Buying Calendar
- ✓Tools & Software Contact List



- ✓POS Providers Contact List
- ✓Buying Frontlist Direct vs from a Distributor
- ✓Co-Op Basics Handout
- ✓Co-op Calendar

Homework:

- ✓Reflect on areas for improvement in your store's current systems and tools
- ✓Check distribution and availability for a list of specific ISBNs
- ✓Collate vendor information on your Trello board.
- ✓Next class prep: Watch pre-recorded ipage webinar

Section 2: Using Wholesalers

Class 3: Introduction to the Power of Ingram

90 Min Webinar (60-75min Instruction, 15-30min Q & A)

Buying direct from publishers gives the best discounts, but nearly everyone in the industry also has an account with Ingram, the industry's largest wholesaler. This class will cover their myriad offerings. We will also discuss how their tools can help you purchase frontlist, whether you decide to purchase directly through Ingram or via the publisher. Topics will include: selection lists, street smart vs street smart select, shipping minimums, etc.

Handouts:

- ✓Ingram Terminology
- ✓Suggested Ordering Recipes
- ✓Ingram's Wholesale Terms FAQ
- ✓Selection Lists & Download Formats
- ✓Put Your Ingram Account to Work
- ✓Ingram Rep List
- ✓Ingram Book Co vs Ingram Publisher Services
- ✓Canceling Backorders
- ✓Direct-to Home overview
- ✓Small Store Strategies to Make Ingram's Minimum
- ✓Reporting Ingram Damages
- ✓Various Ingram-produced help documents



Homework:

- ✓ Create and fill in your Ingram/IPS vendor card info on Trello
- ✓ Search ipage for titles for a display and add to a selection list
- ✓ Demonstrate that you know how to stock-check the order, determine best order method
- ✓ Place order (with permission) and import into your POS
- ✓ Calculate IBC vs IPS discounts

Class 4: Special Order Workflow, Website Fulfillment & Ingram Tips & Tricks

90 Min Webinar (60-75min Instruction, 15-30min Q & A) + 20-Minute Breakout Rooms

What is your customer special order promise and what procedures/systems do you have in place to deliver on it? Where, if anywhere, do you draw the line at your support for free speech? How are you fulfilling website orders and managing pre-order campaigns, which are a growing part of the business for many indies?

Handouts:

- ✓ Sample Fiction Addiction SPO Procedure
- ✓ Class 4 Resources
- ✓ Censorship Talking Points
- ✓ SHOP Orders
- ✓ Direct-to-Home Reference Sheet
- ✓ Identifying Scams

Homework:

- ✓ Articulate your store's special order policy
- ✓ Document your store's special order procedures
- ✓ Make sure your Ingram account is set up for DTH

Section 3: Curating Your Store

Class 5: Buying Criteria

90 Min Webinar (60-75min Instruction 15-30min Q & A)

You can't stock everything. How should your store's mission and/or your community's demographics inform your buying? How do you decide what to buy or not? When do you have enough info to buy a title? Reduce decision fatigue, unconscious bias, etc. by creating buying criteria in advance and fine-tuning them over time.

**Handouts:**

- ✓ Sample Buying Criteria
- ✓ Class 5 Terminology
- ✓ Iterative Buying Handout

Homework:

- ✓ Document store vision, current markets, and community demographics
- ✓ Document/create three or more frontlist buying criteria.
- ✓ Next class prep: Watch intro to Edelweiss video

Class 6: Frontlist Buying Through Edelweiss**90 Min Webinar (60-75min Instruction 15-30min Q & A) + 20-Minute Breakout Rooms**

As your store grows, you'll get your best discounts and margins by moving more and more of your frontlist buying directly to publishers. We will cover how to buy frontlist directly from publishers using Edelweiss in conjunction with a publisher rep. We'll discuss how to prepare in advance, what to do on the call, and what needs to be done afterward.

Handouts:

- ✓ How to Create an Edelweiss Test Account (if needed)
- ✓ Class 6 Terminology
- ✓ Frontlist Buyer Checklist
- ✓ BISG On Sale Date Compliance
- ✓ An Edelweiss markup that can be used for homework
- ✓ Creating Edelweiss Export Rules (video)

Homework:

- ✓ Draft an order in Edelweiss (either a real order or one using our provided markup)
- ✓ Import the order into your POS (if not an order you want in your POS let us know)
- ✓ Document your success on your Trello card.



Class 7: Children's Buying

90 Min Webinar (60-75min Instruction 15-30min Q & A)

Children's buying is intimidating to some and so easy for others that they constantly overbuy. We'll discuss why buying for children can be different, how to buy for school bookfairs, and best practices to consider.

Handouts:

- ✓Children's Buying Terminology
- ✓Core Needs
- ✓Book Fair Best Practices

Homework:

- ✓Do a children's buy from a specific Edelweiss markup. Edit categories to match your POS, and add tags and notes to your Edelweiss order.

Class 8: Communicating the Buy Internally & Externally

90 Min Webinar (60-75min Instruction 15-30min Q & A) + 20-Minute Breakout Rooms

Why buy a book if you don't have a plan for how you are going to sell it? Who else in the store needs to take action on your buy to implement that plan by building the display, creating a social media post, or putting the book in the newsletter? How will you keep them informed efficiently (even if it's just yourself wearing a different hat)? Can you stack functions and create info/systems that work for both staff and customers?

Handouts:

- ✓Class 8 Terminology
- ✓How to Add Employees and Volunteer Readers to Edelweiss
- ✓Display Idea Calendar
- ✓Store Communication Needs & Tools
- ✓Sample Staff Reviews Google Form

Homework:

- ✓Document your existing internal communication channels
- ✓Document your existing external communication/marketing channels
- ✓Nominate a book to Indie Next



Class 9: Other Revenue Streams: Sidelines and Services

90 Min Webinar (60-75min Instruction, 15-30min Q & A)

Many stores turn to higher-margin sidelines to lower their average COGS or create a specific ambiance for their store, but sidelines are often nonreturnable so buyers need to be thoughtful. We'll discuss the pros and cons of sidelines, the myriad types of products and services that bookstores also sell, how to price nonreturnable product, how to handle special receiving and inventory issues related to sidelines, etc.

Handouts:

- ✓Pricing Best Practices One-Sheet
- ✓List of Gift Vendors
- ✓Used Book Handout
- ✓Cafe Handout
- ✓Textbook Handout
- ✓Remainders Handout
- ✓Sample Consignment Policy
- ✓Sample Consignment Application

Homework:

- ✓From the provided sample sideline invoices, price items based on pricing best practices
- ✓Choose three gift vendors from the list provided or use new vendors you were planning to test out. Put together sample opening orders paying attention to minimums, terms, etc, and explain your thinking behind each selection
- ✓Optional: Prep for next class by watching Alison's re-ordering video

Class 10: Restocking, Event Orders & Backlist Promos

90 Min Webinar (60-75min Instruction, 15-30min Q & A) + 20-Minute Breakout Rooms

You can't perpetually carry every book you've ever stocked. How do you decide what to restock and what to let go? How do you decide whether to restock through a wholesaler or the publisher? Do you have a workflow process that maximizes your time and your discount? Do you have a system for placing your event orders in a timely fashion? Do you know the best process for placing event or B2B orders? Are you taking advantage of the myriad publisher backlist promos to stock titles for your upcoming seasonal displays or backlist books for your upcoming author events at an extra discount? This session will include a presentation on Pubeasy by MVB, the company that operates the Pubeasy and Pubnet services, which enable booksellers to efficiently place electronic orders directly with publishers.



Handouts:

- ✓ Backlist Ordering Timeline Template
- ✓ B2B Vendor Checklist
- ✓ Event Order Checklist

Homework:

- ✓ Use Pubeasy to check publisher price and availability
- ✓ Document publisher promotions
- ✓ Create a store schedule for restocking orders
- ✓ Work with your POS provider to set up electronic ordering for a publisher (if you've already got the Big 5 set up, add a smaller house).

Class 11: Returns

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90 Min Webinar (60-75min Instruction 15-30min Q & A)

One of the benefits of being a book buyer is returnability. Is your store taking full advantage of that benefit? How do you decide what returns schedule will work best for your store? How do you determine where to send your returns? What is a good target returns rate? We think it's important for buyers to be involved in the returns process so that you get insight into your mistakes as well as your successes.

Handouts:

- ✓ Colgate Bookstore Trade Returns Schedule
- ✓ Fiction Addiction PRH Business Report
- ✓ Ingram Open-to-Return Calculation

Homework:

- ✓ ISBN list: determine the vendor to return to
- ✓ Document/draft your store's returns calendar
- ✓ Create a returns pull list from within your POS and do a "mock" return on a section
- ✓ Investigate your store's returns shipping procedures
- ✓ Watch POS Hacks video (optional)
- ✓ Watch Pubeasy to check Returnability video (optional)



Section 4: Cash Flow & Profitability

Class 12: Buying to Constraints

90 Min Webinar (60-75min Instruction, 15-30min Q & A) + 20-Minute Breakout Rooms

Everyone is buying under constraints, whether that's a budget handed down by your boss, the limited number of hours in your workday, or a self-imposed goal of achieving a turns rate of 3 while maintaining a returns rate of less than 30%. Constraints may even change at different times of the year. We'll discuss strategies to manage different constraints, including money, time, space, and risk.

Handouts:

- ✓Class 12 Terminology
- ✓Time vs Money Strategies
- ✓Sample Frontlist Buy Tracking Sheet
- ✓Frontlist Budget Summary video & written instructions

Homework:

- ✓Document your primary constraint, current processes you use to manage it, and potential negative outcomes if not managed well.
- ✓Discuss your store's buying budget needs: do you have or want one? If yes, describe your current or desired process. If not, what other process do you use to control inventory? How does/would budgeting impact your buying workflow?
- ✓Create a Frontlist Buy Tracking Sheet or Budget Summary in Excel using your Edelweiss orders (optional)

Class 13: Book Buyer Math: COGS, Linear Feet Analysis & Turns

90 Min Webinar (60-75min Instruction, 15-30min Q & A)

We believe everyone in the book industry should know how to calculate COGS, but as a buyer you absolutely have to master this concept as it informs everyday decisions of where you should order titles: directly from the publisher or indirectly from a wholesaler. Inventory is the biggest bookstore expense and as such COGS is one of the main drivers of store profitability and longevity. Cash flow is nearly as important as profitability and managing section space and turns well can help keep your store off credit/shipping hold. The basic formulas for these calculations are very simple so don't let a fear of math stop you!



Handouts:

- ✓Book Buyer Math Terminology
- ✓Basic Book Buyer Math Formulas
- ✓Take Action Handout
- ✓More COGS Info for Owners and Managers
- ✓Melissa’s Linear Foot Analysis

Homework:

- ✓Solve some COGS Problems
- ✓Discuss & document how your store’s COGS is calculated
- ✓Solve a Turns problem
- ✓Research your store’s Turns rate

Class 14: Co-Op

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90 Min Webinar (60-75min Instruction, 15-30min Q & A) + 20-Minute Breakout Rooms

Once you have established publisher accounts for your frontlist buys, co-op is an added financial bonus that more stores should be taking advantage of. This is a brief overview of publisher co-op and how it benefits your bottom line and might affect your buying decisions.

Handouts:

- ✓Co-op Terminology
- ✓Sample Publisher Co-op Document
- ✓Yearly Co-op Workflow
- ✓Co-op Tracking Spreadsheet (Excel)
- ✓Co-op Solutions Flyer
- ✓3 Sample Co-op Claim Documents

Homework:

- ✓Research and document your store’s current use of co-op, if any
- ✓Enable (if necessary) and access your store’s Ingram co-op reports
- ✓Request and attach publisher co-op policies and procedures to your Trello board

Class 15: Data, Metrics, and Efficiencies

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90 Min Webinar (60-75min Instruction 15-30min Q & A)

What are you learning over time as a book buyer? Are you becoming more efficient? Are you buying “better”? What data do you already track? What else could you track either immediately or over time?



Handouts:

- ✓List of Metrics to Track
- ✓Sample Metrics Schedule
- ✓Sample Buyer Dashboard
- ✓Ingram - Turning Inventory Into Profit (GMROI)
- ✓How To Use Edelweiss Filters (video)
- ✓How Melissa Uses Edelweiss Analytics (link to Loom video)

Homework:

- ✓Create an Edelweiss saved filter that reduces the size of a catalog by at least 15%. Explain what filters were created and the reasoning behind removing these titles.
- ✓Pick a metric you can currently measure and discuss options for how you might improve your results. What new goal would you set?
- ✓Discuss a metric you are not currently measuring: Why not? Is the data available? If not, how could you get it?

Class 16: Final Project and Action Plans

90 Min Webinar (30-45 min Instruction 45-60min Q & A)

We'll cover the next steps to finish up your final projects to a level compatible with certification as well as your next steps as a buyer once the course is complete. We'll give suggestions for how you can begin integrating what you have learned into your daily work. There will be plenty of time for Q&A in this session.

Handouts:

- ✓Debrief Questions
- ✓Buyer Paths to Mastery
- ✓Trigger Points for Adding New Direct Accounts
- ✓Recommended Reading
- ✓Final Project & Certification Guidelines
- ✓Buying Principles
- ✓How to Design an Experiment

Homework:

- ✓No specific class homework.
- ✓Final Project, including at least 1 experiment to run in the future, due 6/4/24.



COURSE CALENDAR

Zoom Link:

<https://us06web.zoom.us/j/81093289929?pwd=ZlI4clcyOHRaTGJVWFNQQmVqN2NoUT09>

Meeting ID: 810 9328 9929

Passcode: 010751

Class	Date	Agenda/Topic	Instructors
Section 1: Overview/Introduction			
#1	1/17/24, 6pm Eastern	How to Successfully Complete the Inventory Management Module	<input type="checkbox"/> Jill Hendrix, Dean <input type="checkbox"/> Eileen Dengler, PBS ED <input type="checkbox"/> Other available instructors.
#2	1/24/24, 6pm Eastern	Book Buying Overview	<input type="checkbox"/> Alison Reid <input type="checkbox"/> Carol Price
Section 2: Using Wholesalers			
#3	1/31/24, 6pm Eastern	The Power of Ingram	<input type="checkbox"/> Kate Reynolds <input type="checkbox"/> Erin Caudill
#4	2/7/24, 6pm Eastern	Special Orders & Website Orders	<input type="checkbox"/> Kate Reynolds <input type="checkbox"/> Erin Caudill
Week off for WI			



Section 3: Curating Your Store			
#5	2/21/24, 6pm Eastern	Buying Criteria	<input type="checkbox"/> Alison Reid <input type="checkbox"/> Josh Christie
#6	2/28/24, 6pm Eastern	Frontlist Thru Edelweiss	<input type="checkbox"/> Kate Reynolds <input type="checkbox"/> Deidre Dumpson, Above the Treeline
#7	3/6/24, 6pm Eastern	Children's Buying	<input type="checkbox"/> Carol Price <input type="checkbox"/> Josh Christie
#8	3/13/24, 6pm Eastern	Communicating the Buy Internally & Externally	<input type="checkbox"/> Carol Price <input type="checkbox"/> Jill Hendrix
#9	3/20/24, 6pm Eastern	Sidelines & Services	<input type="checkbox"/> Carol Price <input type="checkbox"/> Melissa DeMotte
#10	3/27/24, 6pm Eastern	Restocking, Event Orders, and Backlist Promos	<input type="checkbox"/> Erin Caudill <input type="checkbox"/> Alison Reid
#11	4/3/24, 6pm Eastern	Returns	<input type="checkbox"/> Carol Price <input type="checkbox"/> Alison Reid
Section 4: Cash Flow & Profitability			
#12	4/10/24, 6pm Eastern	Buying to Constraints	<input type="checkbox"/> Jill Hendrix <input type="checkbox"/> Erin Caudill



#13	4/17/24, 6pm Eastern	Book Buyer Math	<input type="checkbox"/> Jill Hendrix <input type="checkbox"/> Melissa DeMotte
#14	4/24/24, 6pm Eastern	Co-op	<input type="checkbox"/> Jill Hendrix <input type="checkbox"/> Carol Price
#15	5/1/24, 6pm Eastern	Data, Metrics & Efficiencies	<input type="checkbox"/> Jill Hendrix <input type="checkbox"/> Melissa DeMotte
FINAL PROJECT			
#16	5/8/24, 6pm Eastern	Action Plans & Final Project Questions	<input type="checkbox"/> Jill Hendrix, Dean <input type="checkbox"/> All available instructors <input type="checkbox"/> Final Project: Trello Board (due 6/4/24)