
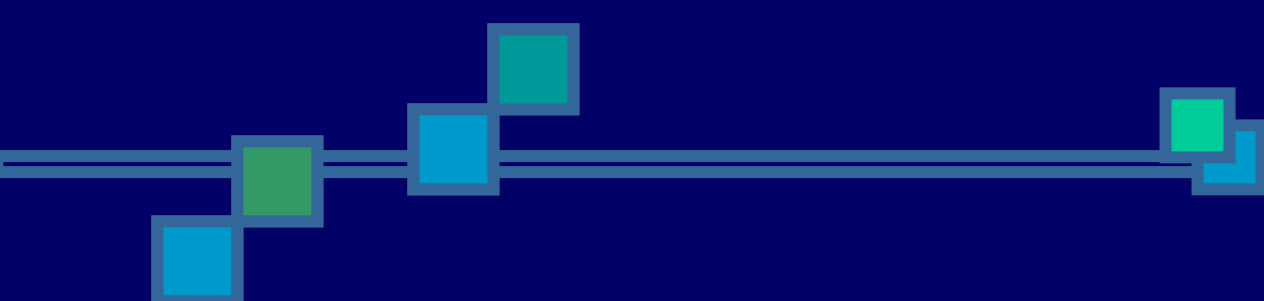



Put some Nitro in your Biz  
workin' with  
Schools and Libraries



Cathy Eads, Sr. Supervisor  
Patti McClimans, Supervisor




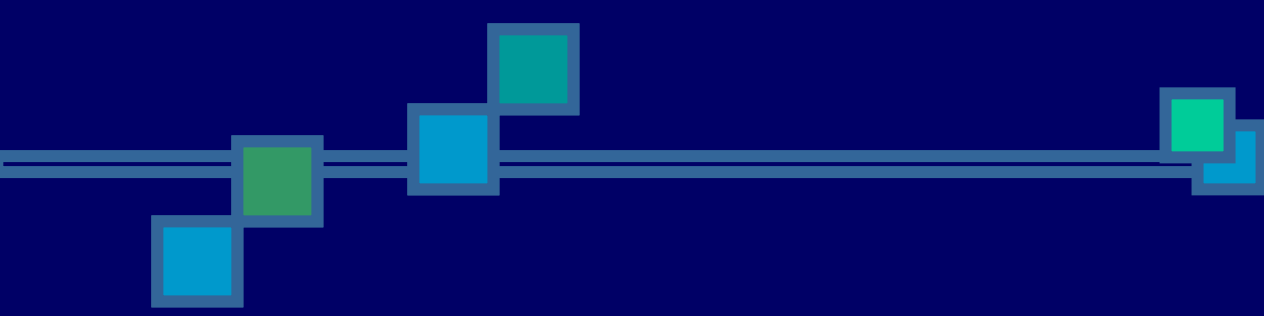
We are the sole source  
provider for access to all  
1400+ Usborne titles.  
Usborne library books  
are no longer sold to any  
jobbers.




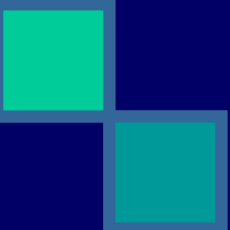


# Become an Educational Consultant (EC)

- Order your EC kit & tell your Super.
  - Read EC manual, attend group trainings
  - Sign and fax/mail back the code of ethics
  - Sign up for the EC email training  
campaign – log into your MY UBAH page, go to training, training campaigns, educational consultants campaign
- 




I'm an EC,  
now what?






# Make Appointments

- Look for schools in your area that are not listed
  - Use the Educational Services link on your “My UBAH” page to look up listed schools
- 

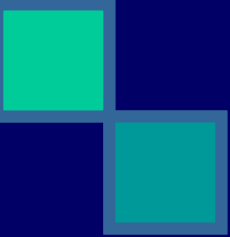


## Maintain an Ethical Manner

- Pass leads on to the listing Consultant
  - Don't approach schools that are listed
  - What goes around comes around
- 



# Get to know the school or library system



Find names of the Media Spec. Principal, Asst. Principals, Curr. Coord., Reading Specialist & Dept. heads etc. (use school/district websites)


Ask for abbreviation meanings of faculty positions (e.g. EIP, CST)

Ask for referrals

Find out about vendor policies, if any



## Call to set up appointments

- Find out names beforehand- use websites for school and district, or call and ask receptionist
  - Words to use on the call...
  - Offer choice of two specific times to meet, like scheduling a Home Show
  - Is she looking for specific subjects now?
- 

# Listing a school

- Log into your MY UBAH page
- Go to the “Educational Services” link
- Go to “S/L List Form” & complete online
- You may list 7 schools to start out
- You must keep minimum \$350 net every 3 months to keep your schools listed.
- You must post at least \$200 in net sales annually to each listed schools to keep them
- Refer to the EC manual for sales requirements to list more schools

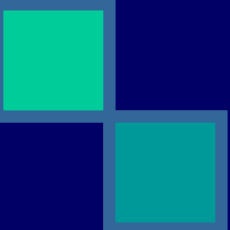



I have an appointment !  
Now what ? !






# Be Professional

- 
- Dress appropriately
  - You are not “just” a SAHM doing this – this is your job
  - Be on time
- 



## What to take...

- Take catalog for you and the media specialist
  - Take extra catalogs
  - Sharpie pen
  - Notebook for notes & wish list
  - Bring books appropriate for the level
  - Ask beforehand if she is looking for particular items – bring those books
  - Calculator
- 

## What to do during your visit

- Smile, relax and be friendly! She's a book lover!
- Share the monthly HO S&L special deal
- Go through the catalog from the beginning
- Listen more than talk, let them drive the pace and allow them time to look and ask ?'s
- Use sharpie to make wish list in catalog
- Show samples
- Emphasize the series not just the book
- Point out previously purchased books – does she want duplicate copies?




## Ask how the school orders



Do they use online ordering?

Do they send their purchase request to the Principal or county or both for approval?


Do the titles need to be approved by a local school committee – possibly other teachers, parents and administration?



How long will that process take?

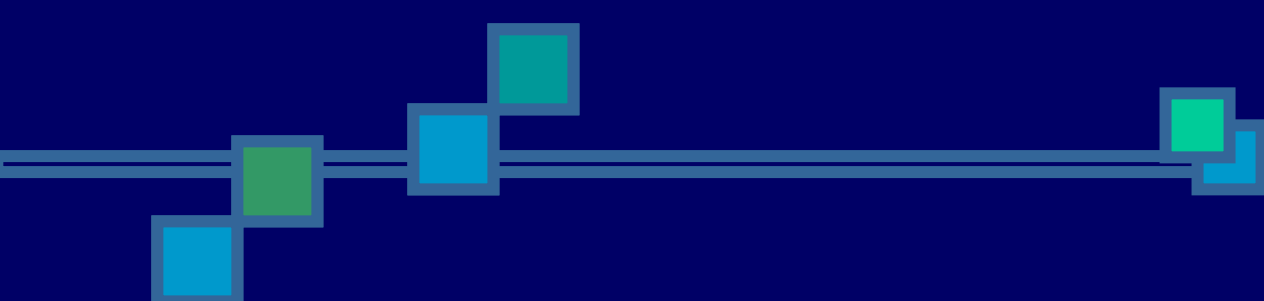


## Setting up online ordering

- You can set up an online ordering “account” for your listed schools
  - Use the “Web Admin” link on your MY UBAH page
  - click on the “S&L Account Mgmt” link
  - This will generate a specific web address for each specific school to order through
  - Allows you to offer a discount...
- 

## Speaking of Discounts...

- Offer a discount to get an initial sale or to encourage ordering - if necessary
- Set a higher minimum to earn discount
- Option 1 in OPOL is no discount
  - you earn 25% commission on the order
- Option 2 is either...
  - 20% off OR 25% in free books - choose one
  - You only earn 17% commission



# Ask how the school pays for purchases

School credit card?

Local school purchase order?


County purchase order?

Grant money?






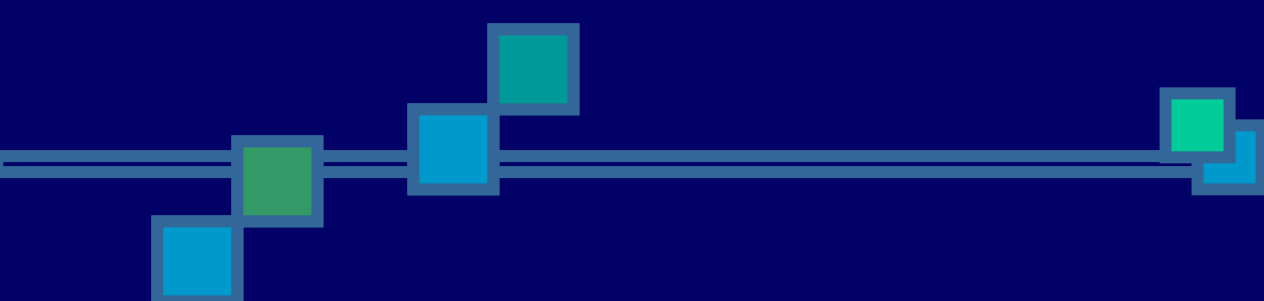
## Ask for leads

- Within the school – grade level representatives, reading specialists, science specialist, foreign language, ESOL, special needs, PTA programs
  - Other schools – media specialists are a close knit group
- 




## Other services we offer

- Books for classrooms
  - Book Fairs
  - Reach For The Stars
  - Booths at festivals/PTA nights
  - Literacy for a Lifetime
- 




Do they want  
processing?





# What is Processing?

- Barcodes
  - Spine Labels
  - Data Disk with Records (Title, author, Dewey Decimal for each book)
  - Book pockets, card cataloging
- 



Attached


vs.

Unattached  
Processing






# Attached Processing

- Books wait at home office for processing to arrive from MediaLog – then H.O. attaches and ships to the school
  - Titles may go OS or even OP while waiting for the processing
  - Normally takes 3-4 weeks before the books ship – therefore 3-4 weeks before you get your sales credit
- 




## Unattached Processing

- Books usually ship 24-48 hours from receipt of your order.
  - MediaLog ships processing separately to school in 2-4 weeks. Invoice includes books & processing.
  - The books will arrive before the processing!
  - They will receive processing on titles that go OS.
  - You receive sales credit when the books are shipped.
- 




## Organizing your S&L Info.

- Keep a folder for each school
  - Notebook for leads - take lots of notes
  - Keep up with past sales – using OrderPro and Sales Manager
  - Binder of information from S&L site
    - Dewey numbers & copyright dates
    - Top 50 sellers, etc.
- 



# Customer Service is key!

- Ask when is the best time to call or drop off their order.
  - Don't wait for them to call you – they are busy. It's your job to call them.
  - Visit with them at least twice a year.
  - Work the whole school...
- 



# Remember...



Ask who else in the school would benefit from Usborne Books?

\*Special Needs

\*Leveled Book Room

\*Head Start

\*Gifted

\*Foreign Language

\*Science Specialist

\*Reading Specialist

\*PTA




Ask for abbreviation meanings of faculty positions

Ask for referrals



# Teacher Lounge Setups

- Can coordinate through school receptionist, or Media Specialist
  - Ask to put an invitation in each mailbox
  - Set up as early as you can, be there when teachers arrive
  - Meet everyone you can, set appts, sell and take orders/PO's on the spot
  - Stay the day or the morning, leave books overnight if okay with everyone. Post the hours you'll be around on the door.
- 

# Other Ideas

- Educator Open House



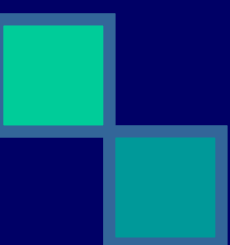

# Holiday Gifts







# S&L Highlights

- Become an Educational Consultant
  - Check Listings & Make Appointments
  - Keep a professional image, you are UBAH
  - Find out ordering/payment procedures
  - Get exact specs for processing
  - Ask for leads in the school
  - Provide impeccable Customer Service
- 
- 



# Look At *US*borne Now