

Matador Serious Self-Publishing



Sales Representation with Star Book Services

Sales Representation through Star Book Sales (£200+VAT)

In 2009, Matador became the first self-publishing services provider to employ a professional sales representation company to actively hand-sell our books into bookshops. Star Book Sales has a team of 11 regional sales representatives covering the whole of the UK and Ireland, providing sales representation for Matador books alongside books by Star's other mainstream publishing customers in the run-up to a book's publication date. They have strong links within the book trade with both chain buyers like Waterstones and WH Smiths, independent bookshops and specialist retailers.

Sales representation gives authors the best possible chance of selling their book through high street retailers as it enables our titles to compete alongside those from mainstream publishers for shelf space in 'bricks and mortar' retailers. Titles that are represented by Star generally sell more copies than those which are not. Star's sales representatives receive a commission on sales made, so have a good incentive to sell a title.

The bulk of Star's work is carried out in the six weeks or so in the run-up to a book's official publication date. Once the publication date has been reached, although they continue to sell the title wherever possible, retailers will be more interested in forthcoming titles.

The sales representatives' role complements the work undertaken by our Marketing Department to promote our titles to the book trade.

Our sales representation service includes all of the administrative work involved in setting up a title to be represented by Star Book Sales, and includes a range of other benefits designed to maximise the efficacy of the sales representation:

- Title set-up with Star Book Sales; book trade sales representation through Star in the run-up to publication
- Fast-track preparation of the Advance Information (AI) sheet; this is disseminated to the regional sales reps well in advance of publication, along with any ongoing information that will maximise their efforts (eg. media coverage, reviews)
- Fast-track front cover design (required to maximise the time in which a book can be represented by the sales reps) (*subject to technical aspects*)
- Inclusion in the quarterly Troubador *Highlights* magazine/catalogue (half-page entry). We distribute thousands of copies of our catalogue to national and local retailers and book buyers. (The half page entry can be upgraded to a full page for a nominal fee of £40+VAT)
- Display on Matador's exhibitor stand at March's London Book Fair

www.troubador.co.uk/matador

To qualify for sales representation, authors must meet the following criteria:

- *At least 300 copies of a book must be printed by the author.*
There is no point in selling a new title to a bookshop if we don't have copies for them to put on their shelves to sell. By default, this minimum print run number *excludes* all Print On Demand titles from being eligible for sales representation.
- *Your book is being marketed by us.*
You will need to have your book marketed by Matador and have signed our Marketing Contract at the time of placing your book with us. Star Book Services need information on a new title as early as possible in the marketing process in order to represent a title.
- *Your book must be distributed by Matador.*
Matador must be the appointed distributor for the book.
- *Your book is being published within the required publishing timeframe.*
The book trade works six months ahead, and for Star to be able to effectively sell your book into bookshops, the timescale for the publication of your book must meet their deadlines, which are five months in advance of the publication date. We need to be able to produce all the relevant information and have a cover image ready in good time for book buyers to be able to make their buying decisions *before* the publication date is reached. By matching book trade expectations and giving our books at least a five-month lead-in time*, we can give the sales reps and your book the best chance of competing on an even playing field within bookshops.

(*Note that although we have to give an 'official' publication date that is six months ahead, your book will not take this length of time to produce. We usually expect to see printed books a few months before the publication date, and they can be sold immediately from this point. But the sales representatives need a period of time between a book appearing in print and the 'official' publication date in which to actively sell into the retailers.)

Star Book Services sales representatives earn a commission on the sale of a book to a retailer; this commission is taken from the Matador 15% sales commission – you as author do not fund the reps' commissions, we as your publisher do.

Star Book Sales provide us with sales feedback where possible, but they are unable to provide feedback or a comprehensive sales report for each title (it is simply too time-consuming). Nor are they able to meet with authors to discuss an individual title (they are based all over the country and rarely meet together). However, if an author has information relevant to a regional representative, we can pass it on to the appropriate salesperson.

Star and their sales reps may request a sample copy of your book at any time to aid with their repping work, or as a result of an evaluation copy request from a retailer. We shall supply any requests for review copies on a gratis basis and inform you via email.

**If you would like more information contact:
marketing@troubador.co.uk 0116 279 2299**