

# Becky Dean's Recommendations of "Hot-Sellers"

It does depend on the type of booth event and you can sell *anything* IF you talk about it... but in general, here are titles we have found to sell at *most* booths...

Kid Kits - We try to avoid the higher priced Kid Kits at booths as they don't sell as well. Invest in the KK rack to increase sales. Each event/area of the country is different but some Kid Kits that we have found to sell at *most* events on a Kid Kit rack are:

- o Dinosaur Excavation Kit w/Tyrannosaurus Rex - this will sell IF you have a sample with broken rock and tools displayed on table
- o Stories of Pirates KK - display the pirate flag
- o Book of Magic Tricks KK - learn to do disappearing scarf trick well and you'll sell lots! (also Amazing Magic Tricks KK for younger age kids)
- o Juggling KK if YOU or your kids or spouse are juggling in your booth!!
- o Going to the Doctor KK (only if packaged with toys in front which currently they are not so it is not selling as well)
- o Stories of Dinosaurs KK - (scare kids with the dino puppet - have the puppet hand out business cards when you are bored to see reactions!) ©
- o Time KK (occasionally - it fills a need but is a narrow niche)
- o How To Draw Horses KK
- o Horses and Ponies KK
- o Batteries and Magnets KK (not a huge seller as this is an expensive kit but have the plane flying around to help sell it!)
- o Volcanoes KK (if you have the contents displayed)
- o Calligraphy KK (sell this one to adults)
- o Old Steam Train KK (especially if you have a sample train as kids want the train so parent will buy it)
- o Starting Cooking KK
- o Starting Ballet KK (but not as well as the other "Starting" Kid Kits - display the contents to sell better!)
- o Starting Chess KK
- o First Book of the Recorder KK (not in all markets)
- o Origami KK (make jumping origami frogs)
- o Friendship Bracelet KK
- o Dawn Berkley sells the World of the Microscope Kid Kit by having kids look at a grain of salt in the microscope to see if they can guess what it is. (which is a fantastic kid-stopper, too!)

Avoid carrying inexpensive books - especially in the preschool market. Increase sales instead by promoting c/v's - luxury books.

- o First Picture Series: 123, ABC, Nursery Rhymes, Trucks, Dinosaurs
- o Lullabies with CD (and Christmas Lullabies w/CD at fall booths)
- o Hide-and-Seek Baby (most popular), Sleepy Baby
- o Touchy-Feely Board Books (these will always sell so have a bunch!! Put them in a low-sided basket lined w/a cloth)
- o Animal Hide-and-Seek Luxury Touchy-Feely - Ultimate Touchy-Feely Board Book Series: Diggers and Trucks
- o Alphabet Book - or buy the Preparation for Kindergarten Set to sell titles individually
- o Luxury Look and Say Board Books series: First Colors, First Shapes, First Words
- o Lift and Look Board Book series- pick books that match themes
- o Jobs People Do series - only carry these in library bindings if you carry them
- o Picture Book series: I carry only "read to learn" titles
- o Sticker Dolly Dressing series
- o Who's Making That... series
- o There's a Mouse About the House and A Squirrel's Tale (the slots and mouse/squirrel must be laminated!)

To service your customers and show them how an Usborne consultant can save them money, the bulk of your books should be combined volumes, utilizing the C/V Savings Signs. Have the C/V Savings Sign tucked inside the appropriate title with the SAVE \_\_\_ peeking out from the top. These are your "booth specials" and what will draw people in and increase your sales.

- o Combined Volumes that sell with c/v signs: Big Book of Playtime Activities, Complete Book of First Experiences, Ted and Friends, Complete Book of Farmyard Tales, Princess Stories, Fairy Tales, Big Book of Picture Puzzles, Great Wildlife Search, Big Book of Things to Spot (additionally Fairyland and Pirate), Dot-to-Dot book, Big Book of Mazes, Big Book of Fantasy Quests, Book of Bible Stories, IL Science/History/Geography Encyclopedias,
- o Fabulous Sparkly Activity Books

Select titles by matching themes. Popular themes are: Knights/Castles - Pirates - Princesses/Fairies - Horses - War - Animals - Farm - Machines Having too many books is overwhelming so limit yourself to themes you prefer with a few extras. I'm not listing out books in themes as you need to choose your favorites but below are some titles to consider for "extras":

- o First Picture French/Spanish
- o World of Animals
- o First and Second World War books. These are fascinating and you will sell them to boys/men if YOU have read them and can share about them.
- o Internet Linked Reference Set - I bring at least one to EVERY type of booth and I will often sell it! Buy as a value pack and pass on the savings.
- o Illustrated Dictionary of Math - Illustrated Dictionary of Science
- o First Reading Series - these are usually too pricey for people but I personally like The Little Red Hen and The Ugly Duckling. You'll sell your favorites.
- o Young Reading Series 3 Gift Bks: Julius Caesar/Gladiators/Pompeii w/ Rome books, Animals at War w/war books
- o Famous Lives Gift Books: pricey but match themes - Anne Frank will always sell - put in buy 5 get 1 free tubs to move them if needed
- o Beginner's Series: buy as value packs and put variety in buy 5 get 1 free tubs. Mix and match w/all Young Reading/Sandy Lane/True Stories/Classics...
- o Young Reading Series 1 - only "read to learn" titles: Chocolate, Princes and Princesses, Ponies, Toilets/Telephones. I do NOT recommend value pack.
- o Young Reading Series 2 - only "read to learn" titles: Castles, Cars, Flying, Ships, Trains, Electricity, Aesop's Fables.. Young Readers Classics as value pack.
- o Sandy Lane Stables series/Dictionary of Horses and Ponies (sell better at county fairs or in rural/farming areas) Put in Buy 5 Get 1 Free tubs.
- o True Stories: Escape, Spy, Crime and Detection, Gangsters, Pirates - Blitz/D-Day/1<sup>st</sup> WW/2<sup>nd</sup> WW/War Stories. Put in Buy 5 Get 1 Free tubs.
- o Classics: only your favorites or ones you have read as these do not sell as well. Put in Buy 5 Get 1 Free tubs.
- o Discovery series: Offer series as 5 Get 1 Free or pick favorites or by themes. Read & go to internet links to sell these books! Buy in Value Pack sets.
- o History of Britain series. I include them with the Discovery Buy 5 Get 1 Free special
- o First Encyclopedias. Buy 5 Get 1 Free or pick favorites or by themes. Read and go to links to sell these books! 1<sup>st</sup> Ency Human Body is fantastic!