

NBC can help your bookstore boost its book buy numbers with a straightforward, proven strategy.

To find out more, contact us at:

800-869-0366



**Nebraska  
Book Company**

*Business solutions for the college bookstore*

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## Grow Your Book Buy

### Grow Your Inventory and Profits

What your students buy makes a big difference in your bottom line. But what that they sell back to you can be crucial. More than ever, a strong book buy — and the inventory you gain — is one of the most important factors in your bookstore's success.

An end-of-term book buy can be your single largest inventory purchase of the year. What's more, a successful book buy is your top customer service opportunity with your students. It's a chance to build goodwill by offering the best prices for their textbooks. And, with the inventory you gain, you can stock your shelves with plenty of used textbooks to offer students next term.

### Tap Into the Potential

The odds are on your side: A Harris survey reported that 81% of students said they *would* sell back more books *if* they received more money for them. And 80% of students in the same survey said they buy used books whenever possible to save money.

Your students need you as much as you need them. So seize the opportunity to be there for them when the time is right, whether that's at the end of the term or throughout the year. NBC has the people and resources to create, promote and execute a book buy that will bring you positive results.

### Remember Opening Buys, Too

Book buys aren't just for the end of the term anymore. Opening buys — book buys held at the start of the term — are gaining popularity. Maybe your students don't make it to your store before they leave for break. Or they're considering selling to a friend or via the Internet. Give them another option by holding an opening buy when they return. You'll add an additional opportunity to build your bookstore brand loyalty and stock your shelves.

### NBC Success Stories

The NBC team has helped bookstores around the country develop ways to promote their book buys:

- At the University of Vermont, student clubs were offered a cash prize for the group with the most innovative book buy promotion; student government sent an e-mail blast that yielded a 10% increase in book buy participation.
- Michigan Tech's bookstore posted book buy information online—resulting in a \$70,000 increase over the preceding book buy period.
- The Iowa State University bookstore emphasized adoptions and direct contact with academic departments, using direct mail and attending departmental meetings. By the first day of book buy, the bookstore had 90% of its adoptions in.

*Read the reverse side for 4 ways you can boost your book buy success.*

## 4 Steps to Book Buy Success

### 1. Build a strong book buy list.

A good retail list means you can pay top dollar for textbooks. Work with faculty to encourage and reward timely adoptions. Strive to have 90% of your textbook adoptions in before the start of your book buy. When Chaffey College got faculty to submit their adoptions earlier, the bookstore achieved 25% growth in book buy revenue — and 93% growth in the number of used textbooks received from wholesalers.

### 2. Pay as much as possible.

Show students you want to do right by them — pay students 50% of the price of the new textbook for books on your retail list.

### 3. Post your book buy prices online.

More than half of the students surveyed by Harris Interactive said they would sell back more books if they knew in advance what they're worth. This simple step will drive more traffic to your book buy counter. Providing book buy information and prices will add credibility and give your store a competitive advantage.

### 4. Promote your book buy.

Attract attention. And inform. Make sure every student knows your book buy location, hours and dates. Use interactive marketing promotions to create excitement and have some fun. NBC offers proven marketing tools to promote your book buy — ask a representative for details.