

# THE EXTRA POINT



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**The 2012 Tops:**

- Top Sales Reps of 2012 (thus far):
  1. Tom R. - *congrats!*
  2. Melessa H. - *congrats!*
  3. Richard R. - *congrats!*
- Top Customers of 2012 (thus far):
  1. Cracker Barrel Stores
  2. Tomlinson Sales Co.
  3. Alumni Hall Stores
  4. Dixie Pride, Inc.
  5. Mayo Management
  6. Coach House Gifts
  7. Coligny Kite & Flag Co.
  8. Reagan's House of Pancakes
  9. Tow Hardware & General Store
  10. Periwinkle Distinctive Gifts
- Top Sellers of 2012 (thus far):
  1. Alabama Crimson Tide
  2. Georgia Bulldogs
  3. Auburn Tigers
  4. Kentucky Wildcats
  5. North Carolina Tar Heels
- Top Sellers of All-Time:
  1. Georgia Bulldogs
  2. Auburn Tigers
  3. Alabama Crimson Tide
  4. Clemson Tigers
  5. Florida Gators

*From Slynn ...*

Thank you all for each doing your part in taking over our uncovered accounts.

Because of the transition however, we have had an enormous surge in direct customer order call-ins in June from our existing customers.

I beg you all to please call on your accounts— the newly acquired ones you received and your own existing accounts. *Please check in at least monthly.*

This week alone, we've had two customers say that they haven't been contacted by a rep since their accounts were established in 2011 and they have been without books for months with no idea how to reorder.

Believe me, as an owner those stories are so disheartening. I know you guys do an amazing job, carry a lot of different lines, and carry lines that have bigger individual orders than our line; however, don't forget the widow who cleaned the house looking for the one coin, or the shepherd that left the 99 for the one.

Our sales are important to us, obviously, and we want them to be important to you. Our incentives and extra 10% commission for high sales are to help you stay encouraged in the smaller but steady sales that supplement your monthly income.

We also truly want this to be not only a job for you, but a part of a mission. The testimonies come in to us and we are so thankful that God allows us to do what we do.

**Current Specials**

**July 1<sup>st</sup> – September 30<sup>th</sup>, 2012**

• **Customer Specials:**

**Kick-Off Specials**



Purchase 23 books and receive one free (\$14.95 value)

Purchase 40 books and receive two free (\$29.90 value)

Purchase 56 books and receive four free (\$59.80 value)

**Display Incentives**

Purchase one Double Tier Book Display (Acrylic) \$ 10  
Receive one free book (\$14.95 value)

Purchase one 12-Pocket Rotating Display (Wire) \$ 45  
Receive three free books (\$45 value)

Purchase one 24-Pocket Rotating Display (Wire) \$ 100  
Receive seven free books (\$105 value)



• **Sales Rep Incentives:**

**Book Sales Incentive**

Any order of 56 books or more, \$5 spiff



**Display rack sales incentives:**

Acrylic 7-book display, \$2 spiff

12-pocket counter, \$5 spiff

24-pocket floor, \$10 spiff

## 2012 Retail Show Opportunities for Reps:

In the fall, we will have several retail Christmas shows that we need help with. For the past five years, we have gone ourselves and had our in-house employees go, but you guys are our experts. We need you selling at these events. We still are going to go as well, but we can't cover all of them.

- 10/24-10/27: Jr. League of Baton Rouge, LA
- 10/25-10/27: Jr. League of Memphis, TN

- 11/8-11/18: Southern Christmas Show, Charlotte, NC
- 11/14-11/17: Jr. League of Birmingham, AL
- 11/15-11/17: Jr. League of Mobile, AL
- 11/15-11/17: Les Boutique de Noel, Shreveport, LA
- 11/15-11/18: Jr. League of North Harris & South Montgomery Counties, The Woodlands, TX

If you are interested, please let me know asap. We reserve & direct bill hotel costs, pay \$30 per day meal allowance, and then 15% commission on total sales. Our shows vary from \$3,000-\$24,000 per weekend & a great deal of that has to do with the sales person and the show traffic. Training on set-up, cash register, and credit card sales should be relatively easy. The main issue is getting the booth set-up to the location.

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**We're on the Web!**

<http://www.die-hardfans.com>  
(for customers)

<http://site.edmcminn.com>  
(for Sales Reps only)

Have fun. Have faith. Go God!  
Proverbs 30:8



### Sandra's Snippets:

- Email or fax number for the customer - we really need at least one of those if not both. It is often difficult to get a buyer or account rep on the phone and we can easily email or fax them an invoice or other information if we are having issues. Please try to get this from the customers.
- We've got to have a Tax Resale Exemption Number or else your customer will have to be charged tax. This is an industry standard policy and required of all resellers. This should be an easy, off-the-top of their head number for the customer to rattle off when you are completing the initial order form.
- You must use the new order forms. For example, if a Rep uses the old order forms that list the old special of free freight with the purchase of 44+ books and the customer requests that, the Rep will be responsible for the freight costs. We have attached the order form to this email and it's also always available on the Sales Rep Website.
- We need a complete name for the contact person or buyer for every account. Complete means first & last name. This is a huge help!

### Release Updates:

We have just released (May 21st) Oklahoma Sooners, Ohio State Buckeyes, and Michigan Wolverines and are currently at 26 titles:

- Alabama  
Crimson Tide
- Arkansas Razorbacks
- Auburn Tigers
- Clemson Tigers
- Duke Blue Devils
- Florida Gators
- Florida State Seminoles
- Georgia Bulldogs
- Georgia Tech Yellow Jackets
- Kentucky Wildcats
- LSU Tigers
- Michigan Wolverines
- Mississippi State Bulldogs
- NASCAR
- NC State Wolfpack
- North Carolina Tar Heels
- Ohio State Buckeyes
- Oklahoma Sooners
- Ole Miss Rebels
- Penn State Nittany Lions
- South Carolina Gamecocks
- Tennessee Volunteers
- Texas Longhorns
- Texas A&M Aggies
- Virginia Cavaliers
- Virginia Tech Hokies

We have also almost completed an **Auburn Tiger Championship** edition and are considering if & which titles we will release for fall: mainly we are considering second **South Carolina Gamecock** and **Georgia Bulldog** editions. We will update you more as the decisions become final. Please **do not pre-sell** these titles until we release them on the order form or give notice.

### Prayer Concerns:

- Donna Brown (Rep) and her husband Jack, healing
- Laura Bryan (Rep), healing

*"With this in mind, we constantly pray for you, that our God may make you worthy of his calling, and that by his power he may bring to fruition your every desire for goodness and your every deed prompted by faith."* Thessalonians 1:11

# A "Wow" Fact

## 2012

## 2011

Customer Type	% of Column	Customer Type	% of Column
Gift Store	35.834%	Christian Books & Gifts	21.615%
Christian Books & Gifts	15.677%	Gift Store	21.140%
Pharmacy / Drug Store	6.796%	Collegiate Store	10.054%
Collegiate Store	5.561%	Pharmacy / Drug Store	5.213%
Hospital Gift Shop	5.501%	Department Store	4.148%
Bookstore (Secular)	3.877%	Bookstore (Secular)	2.981%
Department Store	2.478%	Hallmark Store	2.675%
Sporting Goods Store	2.006%	Sporting Goods Store	2.669%
Hallmark Store	1.984%	Stationery / Printing Store	2.594%
Church Bookstore	1.943%	Hardware Store	2.452%
Restaurant	1.655%	Gourmet Food / Bakery	2.274%
Mercantile	1.606%	Antiques Store	2.229%
Hardware Store	1.417%	Church Bookstore	2.113%
Antiques Store	1.292%	Clothing / Apparel	1.979%
Kite & Flag Co	1.082%	Hospital Gift Shop	1.834%
Clothing / Apparel	0.992%	Restaurant	1.820%
Florist	0.926%	Florist	1.559%
Stationery / Printing Store	0.874%	Monogramming / Embroidery	1.306%
Gourmet Food / Bakery	0.857%	Christmas Store	1.196%
Christmas Store	0.833%	Recreational Vehicle Sales	1.063%
Recreational Vehicle Sales	0.802%	Garden & Outdoor Store	0.928%
Hobby Store	0.692%	Boutique	0.901%
Theatre/Opry	0.551%	Furniture Store	0.822%
Boutique	0.508%	Jewelry Store	0.768%
Monogramming / Embroidery	0.503%	Interiors / Home Decor	0.629%
Collectibles Store	0.492%	Grocery / Convenient Store	0.255%
Museum Gift Shop	0.411%	Car Dealership	0.216%
Interiors / Home Decor	0.382%	Mercantile	0.215%
Garden & Outdoor Store	0.358%	Museum Gift Shop	0.207%
Design	0.324%	Scrapbook Store	0.169%
Photographer	0.231%	Children's Clothing	0.161%
Convenience Store	0.199%	Hair Salon	0.146%
Golf Course Pro Shop	0.171%	Collectibles Store	0.137%
Furniture Store	0.146%	Dry Cleaners	0.136%
Industrial Supply	0.100%	Lumber Company	0.123%
Disabled Community	0.089%	Car Wash	0.121%
Campus		Convenience Store	0.108%
Formal Wear Store	0.089%	Nursery	0.107%
Consignment Shop	0.083%	Butcher Shop	0.100%
Party Supply Store	0.083%	Arts & Crafts Store	0.093%
Nursery	0.083%	Student Union	0.087%
Shoe Store	0.080%	Law Office	0.071%
Trading Company	0.079%	Athletics Store	0.070%
Electrical Supply Company	0.069%	Security Company	0.053%
Jewelry Store	0.063%	Cafe	0.048%
Educational Store	0.056%	Shoe Store	0.047%
Butcher Shop	0.045%	Auto Shop	0.047%
Car Wash	0.043%	Cosmetics Shop	0.047%
Sign Store	0.031%	Golf Course Pro Shop	0.047%
Car Dealership	0.019%	Appliance Repair	0.047%
Lumber Company	0.017%	Wine Store	0.047%
Arts & Crafts Store	0.007%	Art Gallery	0.047%
Auto Shop	0.004%	Educational Store	0.039%
	100.000%	Office Supply Store	0.025%
		Sign Store	0.018%
			100.000%