

THE EXTRA POINT



Current Specials

July 1st – September 30th, 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

Prayer Concerns:

- Melessa Hill's (Rep) mother, 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

Barry's Bites:

How about those "180 Day Accounts?"

Those of you that have been with EPP for a long period know that we have a great appreciation for the hard work that you put towards presenting our product to our customers. We are grateful for the commitment that you make each day to 'rise and shine' and thus do not put a lot of pressure on our reps with goals and quotas. We do, however, want all stores that have been opened by you to be serviced with the opportunity to increase their sales with new titles and follow-up on all our books.

With the fall season sales upon us, we want to refresh our purpose in having as a core value our "180 Day Policy." This policy states that all accounts that haven't ordered in 180 days will become a house account. Any account that hasn't ordered in this time period will become a house account and you will miss any commission on orders after this period until you reactivate the account. This policy not only helps EPP have an opportunity to sell more books but also gives you, the rep, the incentive to earn more income.

As we start our busy season, all accounts should be contacted. Also, we should follow up every 4 to 6 weeks on the phone to keep in contact with our accounts and their inventory. This will definitely help increase sales for the fall and make for a successful cycle for all of us. There is no better time than this to remember that a lot of stores are understaffed and need help checking their inventory and placement of our books in their stores. You can take a few minutes to remind your accounts on how to place our product in displays and promote with other college products.

So what about the 180 day rule? It is there to serve as an incentive to help all of you to remain on top of *your* game and know that we at EPP truly want to help each and every one of you to be armed and ready to do your job.

P.S.

Now is the Season to be Selling the 2 Spinners for EXTRA Bonus CASH!

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2012 Retail Show Schedule:

Sep 26-29 Lafayette, LA Tinsel & Treasures
Oct 5-7 Memphis, TN Mistletoe Merchants
Oct 10-13 Marietta, GA Mistletoe Market
Oct 17-20 Montgomery, AL Holiday Market
Oct 24-27 Baton Rouge, LA Hollydays
Oct 24-28 Raleigh, NC A Shopping Spree
Oct 25-27 Memphis, TN Merry Marketplace
Nov 1-4 Fayetteville, NC Holly Day Fair
Nov 2-4 Knoxville, TN Tinsel & Treasure
Nov 2-4 Greensboro, NC Holiday Market
Nov 7-10 Jackson, MS Mistletoe Marketplace
Nov 7-10 Little Rock, AR Holiday House
Nov 7-18 Charlotte, NC Southern Christmas Show
Nov 8-10 Gainesville, GA Medical Center Auxiliary
Nov 14-18 Austin, TX Christmas Affair
Nov 14-17 Birmingham, AL The Market
Nov 14-17 Dallas Chi Omega Christmas Market
Nov 15-17 Mobile, AL Christmas Jubilee
Nov 15-17 Shreveport Les Boutiques de Noel
Nov 15-18 The Woodlands, TX Holiday Market
Nov 29-Dec 2 Columbia, SC Holiday Market
Dec 1-2 Tallahassee, FL Market Days

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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:

- Every month you receive a statement of the payment status of all of your accounts attached to the back of your commissions statement. If you see you have accounts over 30 days **past due**, please contact that account and help us get payment. You don't want to lose that commission as a chargeback any more than we want to lose that payment, so please help us! We really appreciate it!
- **PLEASE GET THE RESALE TAX # WHEN TAKING A NEW ORDER!**

Release Updates:

We are releasing two new titles for the new season:

1. **Auburn Tiger Championship Edition**
2. **South Carolina Gamecock Championship Edition**

We will let you know more exact dates shortly, and you can begin to **pre-sell** these titles & just write them in on the order form. The anticipated release date will be mid-October.

From Slynn ...

Our public website (<http://www.die-hardfans.com>) is updated weekly with the list of the current customers who carry our books in their places of business. Just as a good double check, though, as you add new accounts and **tell your customers** that we will be listing them on our website, it wouldn't hurt for you to occasionally look at the public site to make sure your accounts are all listed.

Taking this few minutes to check your accounts will help your sales, too, because it increases public awareness of where to buy our books and hopefully will also help that customer's sales increase.

We also have the capacity to **link our customer's websites** on our website. Where their company is listed on our page would be a direct link to their own website.

Updates on the **Sales Rep site** are also made weekly (at least within a day of two in case we are off or closed on a Friday). As you plan your upcoming week and look at contacts, look over the accounts we already have in the area you will be going so that we will not oversell an area, call on an existing account, or, most importantly, overlook an area where we have no accounts.

Before you have any intentions of calling on a customer outside of your "area," you must check the website for existing accounts **and** also you need to make Barry aware of this prior to making the contact.

P.S.

We are hiring an additional **Customer Service representative** to in our office. Part of the duties of this position will be contacting inactive and House accounts.

FYIs:

1. Cost of sample books to reps has been lowered to **\$6** effective Aug 1st.
2. Please be aware that our offices will be **closed** August 16th & 17th.

The 2012 Tops

2nd Quarter 2012:

- Top Sales Reps 04/01-06/30:
 1. **Tom R.** - *congrats!*
 2. **Melessa H.** - *congrats!*
 3. **Joan B.** - *congrats!*
- Top Customers 04/01-06/30:
 1. Cracker Barrel Stores
 2. Coach House Gifts
 3. Mayo Management
 4. Tomlinson Sales
 5. Dixie Pride
- Top Sellers 04/01-06/30:
 1. Alabama Crimson Tide
 2. Georgia Bulldogs
 3. Auburn Tigers
 4. Tennessee Volunteers
 5. North Carolina Tar Heels
- Top Customer Type 04/01-06/30:
 1. Secular Gift Stores
 2. Christian Book & Gift Stores
 3. Hospital Gift Stores
 4. Pharmacy/Drug Stores
 5. Collegiate Stores

Year-To-Date 2012:

- Top Sales Reps of 2012:
 1. **Tom R.** - *congrats!*
 2. **Melessa H.** - *congrats!*
 3. **Richard R.** - *congrats!*
- Top Customers of 2012:
 1. Cracker Barrel Stores
 2. Tomlinson Sales Co.
 3. Alumni Hall Stores
 4. Dixie Pride, Inc.
 5. Coach House Gifts
- Top Sellers of 2012:
 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

We don't take the opportunity often enough to tell you guys how much we really, really appreciate you and how thankful we are that God has selected each of you to represent our product and bless our lives, but even if unspoken, it is never far from our minds.