



QUAIL RIDGE BOOKS

Outside Sales

Is your organization hosting an event? Are you an author presenting at a local conference, university, or venue? We would be delighted to work with you! Provided below is a general overview of our Outside Sales procedure.

Who we work with:

We partner with authors directly, as well as a broad range of organizations, including universities, libraries, conferences, non-profits, churches, museums, hospitals, etc.

What we provide:

In addition to providing books for the sale, we provide all of the necessary sales equipment (cash box, Square Reader for credit cards, etc.), plus bags, bookmarks, display easels, and a sign with pricing. Your organization or venue will only need to provide a table and space!

How it works:

We have two options for your event:

1. A volunteer from your organization will pick up the books and sales kit, sell the books, and return the kit and extra books once the sale is over. The kit is incredibly easy to use and instructions are provided. In this option, your organization will receive a **20% commission** of all sales over \$200. This is the popular choice for **small to medium events OR conferences that span a few days**. Your organization may also choose

to forgo the commission and pass along a 20% discount to your attendees.

2. For **large events** with **limited sales time** (typically 1-3 hours), a Quail Ridge employee can bring the books to your event and staff the sale. We typically set up during the author's presentation and sell books once they are finished speaking. There is no commission for the organization with this option. This would need to be arranged well in advance to ensure we have an available staff member scheduled.

Stocking books for your event:

How many books we order for your event is based on a variety of factors, including audience size, the price of the book, the profile of the author, and our experience as booksellers.

- When you contact us, please include the name of your organization, the date and time of the event, the author speaking (if applicable), the titles you are interested in, and the expected size of your audience.
- As soon as we have a potential book list, we'll make sure the titles you request are available, and we will determine the best quantity to order.
- In the rare occasion that a title is not returnable, we will **not** order it **unless** your organization agrees to purchase the remaining unsold books.
- We ask for several weeks notice before your event to allow time for the books to arrive at the store.

Contact us:

If you are interested in partnering with Quail Ridge Books for your event, or have any questions, please feel free to contact our Outside Sales Coordinator **Kristen** by phone (919-828-8777) or e-mail (schools@quailridgebooks.com). Include your name, organization, phone number, and e-mail.

Thank you for thinking of us. We look forward to creating a sale that's perfect for you!