



WHY YOU SHOULD STOCK SEARCH PRESS BOOKS AND HOW TO SELL THEM

A SHORT GUIDE

At Search Press our aim always is to bring inspirational ideas to light in each and every one of our books. Our editors' and authors' brief is simple – to offer ideas and inspiration to the art and craft world that cannot be found anywhere else.

So here is our quick guide to why you should stock Search Press Books and how to make the most of stocking them:

1) BOOKS SELL OTHER PRODUCTS IN YOUR SHOP

Our books provide inspiration, your shop provides the materials. This makes your shop the one-stop place for artists and crafters. Customers will return to you to buy more materials for the projects that have captured their imagination in our books – the net result is you sell more and make more money.

2) BOOKS INTRODUCE CUSTOMERS TO NEW TECHNIQUES AND TRENDS

Book sales can provide fantastic marketing research before you invest in new products and tools. Our books have clear step-by-step instructions and gorgeous photography for that perfect combination of education and inspiration. If you refresh your range regularly – add new titles, remove slower sellers (our reps can help advise you on this) – and display them with product or on our range of fixtures (see Point 7 below), your customers will always have something new to inspire them.

3) BOOKS ARE A FABULOUS REFERENCE TOOL FOR YOU AND YOUR STAFF

Artists and crafters want to see their local specialist store as a source of expertise and a place where their questions can be answered. Books provide those answers, making books the ideal reference tool both for your employees and customers. Greater in-store expertise = higher sales!

4) AUTHORS HELP SELL BOOKS AND BRING IN THE CROWDS

A well-known and respected author, an expert in their particular craft, will bring customers to your shop who will want to buy their book and the materials featured therein. We have many such authors who will be happy to work with you on events, demonstrations and book signings. Simply contact your local rep here or Marye@searchpress.com to see who may be available in your area.



5) BOOKS MAKE WONDERFUL, INSPIRATIONAL AND VALUE-FOR-MONEY GIFTS

Books make great presents for all sorts of occasions – especially at Christmas and birthdays, Mother’s Day, Halloween or Father’s Day. And your shop will have the products and materials needed to accompany the gift and so the net result will be extra customers and higher sales.



6) YOU CAN COMBINE BOOKS WITH PRODUCTS TO OFFER EXCLUSIVE PRODUCT PACKAGES

Create your own exclusive product ranges. Package our art books with paints and brushes, our knitting books with yarn and needles, and create compelling individual offers for your customers that will only be available through your shop.



7) SEARCH PRESS BOOKS WILL ENHANCE YOUR DISPLAY AREAS

Our beautiful books can be displayed together on shelves, ideally alongside complementary products or in a fabulous array of spinners, waterfall or desktop displays. They make eye-catching window displays and till-point impulse buys. Contact your local rep or Ferguso@searchpress.com for more information.

8) WE'RE NOT JUST ABOUT SEARCH PRESS BOOKS

We exclusively distribute a number of publishers’ titles and sewing products including C&T, Annie’s, Stitchology and Lucky Spool. We also offer the best books from Cico, DK, Batsford, F&W Media, Carlton, Trafalgar and Pavilion to name but a few - books for all levels of crafters and artists, hand-picked by our in-house experts, so that you can access all the books you need from a one-stop-shop.

9) WE MAKE LIFE EASY FOR YOU

We offer a number of supply options for you including Autoship – where new titles relevant to your store can be pre-selected and sent to you on publication day - to Direct Dispatch where we can link our website to yours and dispatch books directly from our warehouse to your customers. You can also download catalogues and create your own brochures and order forms. Visit our trade site here for more information, or contact your local rep here.

10) WE'RE A CARING, FAMILY BUSINESS AND LOVELY PEOPLE TO DEAL WITH...

Owned and run by Martin (the son of the founder Lottie) and Caroline de la Bedoyere, the business is 50 years old and uniquely independent. We have our own customer service team and warehouse on site and you can pick up the phone at any time and speak to a real Search Press team member who understands and cares about the business. Our reps and agents are vastly experienced and always willing to help - contact them here.

