
Bookshop Manager Handover Pack

Windhorse Publications

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Guidelines for new bookshop managers

Dear Bookshop Manager,

Welcome! We've put together this information pack to make the transition between managers as simple and straightforward as possible. Inside, you will find information about Windhorse Publications and how we work, as well as practical ideas to help your bookshop work as efficiently as possible. If you don't have any retail or bookshop experience, don't worry, there should be enough information here to get you going and we will be available 9.30-5.00 every weekday to answer any queries and to help with any problems. We will also send you regular updates via bulletins and newsletters.

Good luck and warm wishes,

Windhorse Publications Team

5 Things to Do When You Start

1. Review the **checklist** in the handover pack prepared by your predecessor. Please contact us if you have any queries (info@windhorsepublications.com).
2. Fill in the **information sheet** in your pack and email/post it to Windhorse Publications at the address on the front cover. If any of your contact details change, please make sure you let us know so we can always keep in touch.
3. Do a **stock take**, if it has not been done by your predecessor, and check if you have any pending or back orders.
4. Pencil in your diary **key dates** for courses, special events, book launches, talks, etc. for the six month/year to come and identify sales opportunities.
5. Check you have stock of **Windhorse Publications' marketing items** and don't forget to display them in your bookshop. Please contact us for the full range. For print copies of our catalogue, please contact us.

5 Things to Do on a Regular Basis

1. **Do a stock take:** so you know exactly how many books you have and which ones sell or don't sell. We recommend you do your stock take on a Word or Excel file separating Windhorse Publications from other publisher's titles.
2. Check your **dues** and **pending orders**.
3. **Order stock:** make sure you have enough stock of key titles **at the start of each new course module** (our customised reading lists will help you choose the right titles) and for **special events** such **workshops; retreats** and **book launches**.
4. Review the way **your bookshop is organized**. Are sections clearly labelled? Are books organized per level? Assume most of your customers do not know anything about Buddhism and the books you offer. Here's an example of how one bookshop is organized:

<p>Introductory (blue labels)</p> <p>Buddhism</p> <p>Meditation</p> <p>Children</p> <p>Mindfulness</p> <p>CDs</p>	<p>Buddhism and Life (green labels)</p> <p>General Western Buddhist Women</p> <p>The Arts</p> <p>Other</p> <p>Dying</p>	<p>Advanced (dark red labels)</p> <p>Zen</p> <p>Chinese</p> <p>Buddhism</p> <p>Symbolism & Ritual</p> <p>Tibetan</p> <p>Sutras & Suttas</p> <p>Biographies</p>
<p>Gifts (purple labels)</p>		

Introducing...BookSource

Who are they?

BookSource are a distributor and charity. They are based in Glasgow and hold all of Windhorse Publications' stock for the UK and Europe. If you want to place an order for both Windhorse Publications and other publisher books, or if you have any questions about an order you have placed, these are the people to talk to.

Who will I talk to?

Usually, your main contact will be Yvonne Craig, the customer services manager, who works with a team of three and is familiar with our catalogue. If you have any questions that are not directly related to orders, please call the office on the details provided. For all order queries, call Yvonne.



Do I get a discount?

Yes. Triratna bookshops receive a 25% discount from Booksource.

If you have any questions about stock, new books, or suggestions for books by other publishers don't hesitate to contact us at Windhorse Publications.

**BookSource, 50 Cambuslang Road, Cambuslang, Glasgow, G32
8NB**

Tel: 0141 643 3964

yvonne.craig@booksource.net

Introducing... Other Book Distributers

If you are in the US, Canada or Mexico, it makes more sense to order books from our American distributors, Consortium:

Consortium c/o Perseus Distribution, 210 American Drive, Jackson, TN 38301

Tel: 1-866-400-5351

cbsdpo@ingramcontent.com

If you are in Australia or New Zealand, please order from:

Windhorse Books PO Box 574, Newtown, NSW 2042, Australia

Tel: 02 9519 8826

books@windhorse.com.au

Must Have Windhorse Publications Titles List

These key books have proved themselves to be great sellers and are consistently popular.

Introductory

<i>Buddhism: Tools for Living Your Life</i>	by Vajragupta
<i>Introducing Buddhism</i>	by Chris Pauling
<i>Change Your Mind</i>	by Paramananda
<i>Life with Full Attention</i>	by Maitreyabandhu
<i>Sailing the Worldly Winds</i>	by Vajragupta
<i>A Guide to the Buddhist Path</i>	by Sangharakshita

Meditation

The Art of Meditation Series	
<i>The Body</i>	by Paramananda
<i>The Breath</i>	by Vessantara
<i>The Heart</i>	by Vessantara
<i>Meditating</i>	by Jinananda
<i>Wildmind</i>	by Bodhipaksa
<i>Change Your Mind</i>	by Paramananda
<i>Buddhist Meditation</i>	by Kamalashila

Developing

<i>The Art of Reflection</i>	by Ratnaguna
<i>This Being, That Becomes</i>	by Dhivan
Meeting the Buddhas Series	by Vessantara
<i>A Guide to the Buddhas</i>	
<i>A Guide to the Bodhisattvas</i>	
<i>A Guide to the Deities of the Tantra</i>	
<i>Satipatthana</i>	by Analayo
<i>The Poet's Way</i>	by Manjusvara

Mitra Study

<i>The Bodhisattva Ideal</i>	by Sangharakshita
<i>The Buddha's Noble Eightfold Path</i>	by Sangharakshita

Five things you can do to support Windhorse Publications

1. **Place your order with BookSource or Consortium.** This is the simplest way to support us – more of the profit will go directly to us and our authors. Note you get a 25% discount from Booksource if you are a Triratna Bookshop.
2. **Group your orders as much as you can.** Windhorse Publications pays carriage fees for every order sent to you. So the more grouped your orders are the cheaper it is for us.
3. **Promote Windhorse Publications books in your centre** by displaying our posters, catalogue and shelf talkers in your bookshop. We can provide a high quality copy of each of our reading lists.
4. **Help guide choices by displaying our lists of recommended books.** Newcomers will be able to find the book they need even if you're not in the bookshop to guide them. This will also help them understand that we're producing books which are tailored to their needs and reflect the Triratna ethos.
5. **Make sure you have stock before classes start.** By liaising with teachers in your centres, you can ensure accessibility of books which are recommended by them for all levels (introductory, developing and mitra) and which feature in the reading lists.

Keep us informed

Let us know of any relevant changes (new staff, email address, etc.) and of any queries you may have. Do let us know if you would like us to send you a new copy of this handover pack. The more we know about you and your bookshop, the better service we can provide!

Did You Know?

A £10 book sold in a Centre bookshop or via our website provides £5 towards Windhorse Publications overheads and 80p goes to the author. The same book sold via Amazon (who take a 60% discount) provides £2 towards overheads and only 40p goes to the author.

Please support us and our authors by buying directly

Check List

Dear bookshop manager, we're sorry to see you go. Before you leave, don't forget to pass the following information on to the new bookshop manager

.....Buddhist/Retreat Centre		
Date:		
	WP titles	Titles by other publishers
Stock takebooks in total*books in total*
* Don't forget to separate Windhorse Publications' titles from titles by other publishers.		
Pending/Backorders (quantity & title)		
Special Offers: Nature of offer		

Books included		
Windhorse Publications promotional items		
..... copies of Windhorse Publications catalogue copies of/...../..... reading lists shelf talkers posters		