
Bookshop Manager Handover Pack

Windhorse Publications

Please fill in and return to info@windhorsepublications.com or post to:

Windhorse Publications
169 Mill Road
Cambridge
CB1 3AN, UK

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 9.30-5.30 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 Sarah at the address on the front cover. If any of your contact details change, please make sure you let Sarah 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 (e.g. promoting *Writing Your Way* during Wolf at the Door workshops).
5. Check you have stock of **Windhorse Publications' marketing items** and don't forget to display them in your bookshop. Some are available for download from our blog, www.windhorsepublications.blogspot.com but 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? Please avoid sections which are easy to identify only once you are familiar with Triratna and Buddhism. 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:

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

5. Check you have stock of **Windhorse Publications' marketing items**.

Introducing...BookSource

Who are they?

BookSource are a distributor and charity. They are based in Glasgow and hold all of Windhorse Publications' stock. 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.



Are they a Buddhist company?

No. They specialize in distribution for small publishers (like us!). If you have any questions about stock, new books, or suggestions for books by other publishers don't hesitate to contact Sarah.

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

Tel: 0141 643 3964

e-mail: yvonne.craig@booksource.net

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

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

Developing

<i>The Art of Reflection</i>	by Ratnaguna
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. This is the simplest way to support us, with no extra discounts more of the profit goes directly to us and our authors.
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 reading lists, posters, catalogue and shelf talkers in your bookshop. We can provide a laminated copy of each of our reading lists.

Why? 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.

4. Make sure you have stock before classes start. By liaising with teachers in your centres, you can push sales of books which are recommended by them for all levels (introductory, developing and mitra) and which feature in the reading lists.
5. 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, welcome! Before you start, don't forget to pass the following information on to us at info@windhorsepublications.com

..... Buddhist/Retreat Centre		
Date:		
	WP titles	Titles by other publishers
Stock takebooks in total*books in total*
Contact Details	Name: Tel: Email: Mailing address:	
Availability	The best time to contact me is: I expect to be in the bookshop:	
If you would like to request a phone call or visit please do so here:		
Relevant Experience (not essential but it helps us to know):		
Windhorse Publications promotional items request		
..... fliers copies of catalogue copies of level 1 / 2 / 3 / 4 reading lists shelf talkers poster(s)		