

PPA Guide to Partworks

Six Simple Steps to Stronger Sales

1. SHOW

Display partworks prominently in store. While they can be more irregular in size and shape, it is worth investing the time and effort to make sure customers can see them.

2. SUPPLY

As partworks are supplied for a significant period on a sale or return (SOR) basis, accept your full initial stock allocation. Make sure you re-order in time when stocks are getting low.

3. SELL

Push sales of partworks when they are foremost in customers' minds. Many of the new launches planned for January will be backed by major television advertising campaigns.

4. SAVE

Encourage customers to use the shop save service for partworks so they don't miss out. Publicise the fact you offer this service by using the PPA's Just Ask POS pack. Email retail@ppa.co.uk for further details and to request your pack.

5. SERVICE

Partworks are a unique opportunity for independents to showcase their customer service, which in turn encourages customers to spend more in-store.

6. SUPPORT

There is plenty of free support available to help you maximise sales. The PROFIT Partwork Club is free to join (profit.club@comag.co.uk) and you can also get advice and guidance in the PPA's free *Making More Money from Magazines* guide for independent retailers, which is available at www.ppa.co.uk/retail. You can also email retail@ppa.co.uk to request a hard copy.

