

Shop Save

Quick Guide for Retailers



Shop Save is your customer ordering service. While you can't stock every magazine, you can access up to 3000 titles for your customers directly from your wholesaler.

Why should you consider Shop Save?

Do you know that customers have an average of five different shops they can pick their favourite magazines from? If you sign them up to a Shop Save, you'll keep their custom for every single issue of the year!

Shop Save offers great customer service and caters for a wide range of customers. It gets customers into your shop and makes a great profit!

Marketing your Shop Save offer

- Place your 'Just ask' PoS in your windows and on your magazine display
- Talk to your customers: What are their interests? Which magazines do they buy?
- Promote your Shop Save service on your website

Step 1: Customer orders a Shop Save

- Ask your customer to complete an order form, and collect a deposit
- Place the order with your wholesaler and confirm when the first issue will arrive
- Confirm collection date to customer

TIP - To help protect your supply, notify your wholesaler that this is a reserved copy

Step 2: Set up a customer account

- Complete customer order, name, address, contact details from order form and identify as a Shop Save account
- Record order transaction and payment history including deposit
- Note holidays and any other circumstances where collection may be affected

TIP - Consider adapting your HND System to capture and fulfil your Shop Save orders

Step 3: Order delivered to your store

- Book in magazine and cross-reference to the Shop Save account
- Place copy in Shop Save filing system
- Check status of uncollected copies. Remember to check your filing system when referencing your recall note. Bear in mind your Terms and Conditions and decide what action to take

TIP 1 - Consider notifying customer of the arrival of their magazine... how about sending them a text?

TIP 2 - EPoS Systems can save time and will help you manage your account. Speak to your wholesaler for more details.



Home News Delivery (HND)

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Why offer Home News Delivery?

- Home delivered copy is a guaranteed sale
- 1.8 million households have a magazine or newspaper delivered
- The average weekly delivery charge to the customer is £1.60
- The average weekly profit from one round is estimated at £35 (source: NFRN)

Succeeding at HND

Whether you are considering setting up HND, or you are looking to improve your existing service, the National Federation of Retail Newsagents (NFRN) offers a comprehensive support service through their Store2Door initiative. For everything you need to know, from calculating your profit to employment law, visit www.nfrnonline.com/News-Magazines/Store2Door.

Promoting your HND Service

- Display your 'Just ask' PoS in your shop window and around your magazine display to advertise your HND service for newspapers and magazines
- Flag your HND service on your website and in any directory listings
- Promote your newspaper and magazine offer
- Talk to your regular customers, ask what their interests are, what magazines and newspapers they buy and ask if they would like them delivered to their home
- You could incentivise your HND staff to deliver leaflets to letter boxes on their delivery rounds, perhaps on their return journey at weekends. Ensure they are "converting" casual purchasers to regular HND customers
- Leaflets can be targeted at local businesses, new housing developments or houses with a 'sold' sign. This should be followed by a personal visit, mention the leaflet and ask customers if they would like to take advantage of your delivery service
- Don't forget to mention that you can add magazines to your customer's delivery as well as newspapers
- Consider offering price promotions e.g. free delivery for the first four weeks; or a 'friends and family' scheme; or 'Introduce a friend' and both get a £x discount for a number of weeks. These kind of offers encourage customers to trial your services
- Make sure you leave sufficient time before starting the order to allow you time to order additional copies from your wholesaler.

**Remember -
make sure all
of your staff are
aware of your HND
procedures**