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Credit Application
Randall’s Letter – No Jobbers
EDC Educational Services Logo
Sample Press Release for EC certification
New Library Titles
Kid Kits Available
Preschool Books Available
Flash Cards Available

Contact Information
1-800-611-1655
FAX 1-918-663-2525
S&L Manager, Todd White x159 twhite@edcpub.com
S&L Assistant, Dale Lawhead x156 dlawhead@edcpub.com
EDC Educational Services Code of Ethics

* This must be submitted to become an Educational Consultant. *

As an Educational Consultant, I agree to the following:

1. I understand that marketing to schools and libraries is a supplement to my Usborne Books & More business.

2. I understand that the school and library marketing program is a totally separate program. I cannot write up home shows or book fairs as a school or library sale, and vice versa. I cannot write up a sale from a school or library as a home party, book fair or direct sale.

3. I understand that the concerns, needs and services for the school and library customer come before my goals as an Educational Consultant.

4. I understand that I must approach the school and library market in a professional and knowledgeable manner. I must adhere to the training and requirements mandated in the School and Library Manual before presenting myself to schools and libraries for S & L sales.

5. I will respect the rights of individual Educational Consultants who have met their requirements to become an EC and have listed schools and libraries.

6. I will respect the rights that individual schools and libraries, districts and systems can mandate the number of vendors they will deal with from a certain publisher. They are the customer and what they require or request will be final.

7. I will check the website to see if a school or library is listed before approaching the school or library.

8. I agree that I am to learn about the purchasing policies and ordering procedures that affect the districts or library systems I am servicing and will adhere to those policies and procedures.

9. I understand that I am to call upon the schools and/or libraries at least twice a year or once per semester. A semester being defined as January through May and August through December.

______________________________  _________________________
Consultant Signature                     Date

______________________________  _________________________
Print name and ID#                     Telephone Number

______________________________
Email address
SCHOOL & LIBRARY PROFILE

EDC Educational Services is a division of Usborne Books & More and markets Usborne/Kane Miller books and other products to the school and library market. A consultant who is trained to market Usborne/Kane Miller products to the school and library market is an Educational Consultant or EC.

An EC can better serve the school and library market. First, the consultant is located near the system they are selling to so they can provide a more “personal” or “on the spot” service. Second, it is easier to learn the ordering procedures for a smaller group of schools or libraries. Third, it is easier to approach a school or library when you have a contact. When consultants are holding shows in the area, they will meet individuals that work for schools and libraries, and therefore get leads that will help them establish an active business with the school and library systems in their location.

Peter Usborne mentioned his marketing strategy at the 1995 Supervisor Seminar. When he began the business of writing and publishing books, he kept ‘the home’ his number one target market. Mr. Usborne felt that marketing to school libraries would not only increase Usborne exposure within educational markets but to the home market as well.

The mission of Usborne Books & More is to provide all children access to the best quality books published. The school and library market is a great source of business for most consultants, but it should be remembered that the method of direct selling through demonstrations to individuals and sharing the opportunity is the primary source of business. The schools and libraries do offer a wonderful opportunity for sales as Usborne/Kane Miller books not only pique a child’s interest in learning but are also used widely as supplemental materials for various subjects. Some school systems have adopted different Usborne titles as their main source for textbooks.

Selling to schools and libraries is not the same as selling through a home demonstration or directly to a friend or neighbor. If a consultant wants to incorporate school and library sales, a higher level of professionalism in proposals and follow through on service are required. Working with other consultants not necessarily in the same group will have favorable results in this market. The company and the consultant must have the same goals and objectives for approaching schools and libraries. Detailed skills and knowledge are required to provide excellent service to this structured market.

To access Educational Consultant information from our website please go to: www.usbornebooksandmore.com
Click on “Consultant log in” and log in with user name and password
Click on the link for “Educational Services”
School and Library Profile - Self Test

1. The company name chosen for the division selling to schools and libraries is
   A. Library Services   B. EDC Educational Services

2. The consultant who is trained to sell to schools and libraries is called
   A. Educational Instructor   B. Consultant   C. Educational Consultant

3. You can sell more product to
   A. The school   B. The parents of children who go to the school

COMPANY & EDUCATIONAL CONSULTANT GOALS

1. Goal #1 is to provide all libraries and teachers with high quality educational materials from Usborne Books & More..

2. Goal #2 is to introduce EDC Educational Services to schools and libraries using professional standards of conduct in order to enhance the relationship between schools and libraries and the consultants and the company.

3. Goal #3 is to provide excellent service to the educational world and maintain an excellent reputation.

SCHOOL & LIBRARY TRAITS

Sales to schools and libraries vary depending on the policies in the area.

Many libraries and schools are tax-funded and have rules and regulations that control the purchasing of books for the libraries and classrooms. The EC must become familiar with the policies implemented by the federal, state and local bodies that govern the area serviced.

Rules and regulations vary from one school system to the next. Depending on the school or library system, some educators, teachers or librarians are allowed to choose their materials, while in other systems, the district chooses the materials for the individual schools. Many schools have a combination of the two: large purchases must be approved by a central authority while teachers or schools may purchase additional materials.

Schools and libraries often choose a single vendor. In order to control the amount of calls, avoid confusion and save time in dealing with a company that has many representatives, some schools/libraries have implemented the policy of dealing with an individual when purchasing certain products. The school or library system will order only from this individual or company.
Before many schools and teachers purchase materials, the local or state authority must approve these materials in advance as text materials. This involves complicated application procedures and can be costly and time consuming.

**School & Library - Self Test**

1. In some cases a school or library will only deal with one vendor.
   A. True  B. False

2. The rules and regulations vary from district to district.
   A. True  B. False

**HOW TO BECOME AN EDUCATIONAL CONSULTANT**

1. You can mail, email scan or fax a signed Code of Ethics form found on page 4 of this manual to the Home Office. This document is necessary to recognize you as an Educational Consultant.

2. A certificate will be mailed to you from the Home Office verifying that you are now an “Educational Consultant” for EDC Educational Services. An EC does not need to wait for the certificate to begin approaching the S&L market.

**How to Become an EC - Self Test**

1. You will receive a ________ in the mail from the Home Office verifying that you are now an EC.
REQUIREMENTS FOR LISTING SCHOOLS AND LIBRARIES

Schools and libraries are the customers and are allowed to create the rules needed in order to meet specific objectives. As previously mentioned, schools and libraries often choose a single vendor, this is to avoid confusion and to have a dependable contact. For EDC to be successful, multiple EC’s must not attempt to sell products and services to the same organizations. EDC does not want to overwhelm the librarians with more than one EC attempting to service their accounts. This will only irritate school and library officials to the point where they will not deal with the EC or the company. The market is wide open and customers usually go with the best service.

The following School & Library Listing Procedure has been established for Educational Consultants to follow in order to provide a professional atmosphere.

1. A new EC will receive an S & L certificate.
2. An EC should always check the website to see what schools or libraries are listed.
3. If the school is unlisted, the EC can list it.
4. The EC’s job is to make appropriate sales calls as outlined in the School and Library marketing program and to market all of our programs to schools and libraries.

The EC must fill in the EDC Educational Services Listing Form on the web site. The listing form can be found on the Educational Services page under the link “School & Library Listing Form”.

Educational Consultants may list up to 7 individual schools & libraries that are within a 150-mile radius of where they live. EC’s may service unlisted schools outside the 150-mile radius.

Individual schools are private or public K-12. This does not include daycare centers, preschools or the administrative/purchasing departments of central school districts. These organizations do not need to be listed.

The registration period for the school or library is one-year, which is based on the school year. The year will begin July 1 and run through June 30. Listings approved by EDC during July through December will have to maintain the minimums for the current school year.

Listings approved by EDC during January through June will have to meet the sales minimums through June of the following school year. Ex.: Mary lists a school in March. She keeps the listing through June. She has until June to maintain the minimum sales.
Maintaining School Requirements

1. An EC will retain a school or library listing through the following school year if a minimum of $200.00 in net sales is maintained on each individual listing.

2. If an Educational Consultant has a total of 7 schools/libraries listed between July and December of one year, the EC must maintain the minimum net sales by the end of June the following year. The EC will then be eligible to keep these schools and libraries listed for the next school year. Sales must be submitted on an S & L order form in order for them to count towards the minimum requirements. Book fair, RFTS and LFL sales also count towards minimums for listings as long as you submit a book fair letter on the school or library’s letterhead. The letter should include the date of the event, the amount of retail sales and your name and ID number.

Losing Listings

The school and library will become unlisted and eligible for another Educational Consultant to list for the following 2 reasons:

1. If an EC becomes inactive, that is, not maintaining minimum personal net sales of $350.00 within the last 3 months, the listing becomes unlisted the following month and available for other EC’s to list it.

2. If the $200 net sales requirement from the listed school is not met. Any school or library that is extended through to the next year without any previous sales, will automatically be removed next July if the $200 minimum has not been met. You will need to have met the minimum to keep the listing past July. If there are no sales to them by that time, the listing is removed and you must turn in a sale to them before you can submit the listing again.

Unlisted Schools

If an order from a listed school is received at the Home Office from an EC who does not have the listing, the credit will be given to the listing EC, if the order was written before the listing was sent in. If an order was submitted before the listing was received, then the credit will be given to the EC that did the work.

Precedence

If more than one Educational Consultant applies to list the same school or library, Usborne Books & More will give the listing to the first arriving listing form arrives at the Home Office first.
Listing Additional Schools and Libraries

If an EC sells the minimum amount of net sales listed below to their seven listed schools and libraries, they are immediately eligible to list seven more schools and libraries.

1. If seven schools and libraries are listed, minimum net sales of $2,500.00 is needed to list seven more.

2. If fourteen schools and libraries are listed, minimum net sales of $6,000.00 is needed to list seven more.

3. If twenty-one schools and libraries are listed, minimum net sales of $15,000.00 is needed to list a maximum of thirty schools and libraries.

Unlisting Schools
You can unlist a school by sending an email to listings@edcpub.com. Please include the school name, account number, city, state and your consultant ID.

Systems and Districts

When an EC has maintained $6,000.00 in net sales for the last year on their individual listed schools and libraries, the EC is eligible to list library systems and districts. An Educational Consultant can also list a system or district when the EC has reached a minimum of $10,000.00 in retail sales to that particular system or district. An EC may list up to three city/county library systems and/or central school districts in addition to their individual schools and libraries.

a. A school district contains sub-districts and may purchase for more than one individual school. They may prefer working with one EC. A library system has multiple libraries and may purchase for more than one library. They also may prefer to deal with one individual.

b. Listing a school district or library system entitles an EC to district level sales. It creates a responsibility for the EC to mentor other ECs, including those not in the same group, who have listed individual schools or libraries within the district.

c. There are no minimum requirements to keep a school district or system listed.

d. An EC must maintain a minimum of $200.00 in net sales per year to retain a listed school or library. All sales must be submitted on an online school and library order form.

e. If the school district or library system is not being serviced properly by the Educational Consultant, EDC reserves the right to remove that Educational Consultant from that school district or library system. The definition of “not being serviced” is when a complaint is received by the organization. The gravity of the complaint will be reviewed by the Home Office. The decision will be final and a judgment will be rendered as to
whether the Educational Consultant will keep or lose the right to list districts or systems. This will enable another Educational Consultant to list that school district or library system.

**Listing EDC Educational Services as the vendor.**

Some schools require that companies register to be on their approved vendor list. The EC provides the necessary paperwork to register **EDC Educational Services**, the company, as a vendor with the school district or library system. The EC will be listed on the paperwork as the sales representative and EDC Educational Services will be listed as the vendor with the school district or library system.

**Unlisted Schools or Libraries**

Unlisted accounts are schools or libraries that are not listed by an Educational Consultant.

An EC, who already has listed the maximum number of schools or libraries, can sell to unlisted schools and take purchase orders until another EC lists that particular school as one of their own listed schools.

This allows the EC who is servicing the unlisted school to pass the school to their downline or to a new consultant. This provides a wonderful opportunity to build a sales organization.

To maintain the professionalism required when an EC is servicing an unlisted school and another EC gets the listing, Usborne Books & More requires that the original EC work with the new EC who listed the school. It is in the best interest of all involved that the customer contacts are introduced and the sales history is passed on.

**Referral Program**

There is a chance that you will meet school or library personnel during your professional and personal life. If they are interested in Usborne books for their school or library and their school or library is already listed by another EC, you must contact the home office. It is highly recommended that the EC passing on the lead be compensated if a sale follows. However, the Home Office will not administer this.

An example would be when you meet a teacher at a home show who wants to use a purchase order. She can place a personal order at the show but the purchase order for the school should be turned over to the EC who services the school.
Requirements for Listing Schools and Libraries - Self Test

1. Schools and Libraries create their own rules in order to meet their needs.
   A. True   B. False

2. In the first year, I can list up to ______ individual schools and libraries.

3. Individual schools include preschools.
   A. True   B. False

4. After achieving _____ net sales with their listed schools in the previous year, EC’s can list up to ____ systems and districts and one higher level district.

5. The EC must submit all paperwork to list EDC Educational Services as the vendor for a system or district.
   A. True   B. False

6. The EC must find out if the school or library is listed before calling the school.
   A. True   B. False

7. The school year is:
   A. July 1 through June 30   B. June 1 through May 30

8. EC’s must sell a minimum of ______ per school per year in order to keep schools listed.

9. An EC can list more schools immediately if the required amount of sales is maintained during the year.
   A. True   B. False

10. An EC can do a book fair at an unlisted school that is over the 150-mile radius.
    A. True   B. False

11. If an EC has a maximum number of listed schools, it would be a benefit to the EC to recruit someone to list the unlisted schools being serviced.
    A. True   B. False

12. If a teacher wants to use a purchase order at a home show, an EC can take it and give the hostess credit.
    A. This is OK   B. Not at all, this is not OK

13. If a consultant or EC#1 gives a referral that helps EC#2 achieve a sale, EC#2 should compensate them with a lead, or a certain amount of money.
    A. True   B. False
14. Oh no, I have not maintained my active status! I lose my listed schools immediately.
   A. True    B. False

15. I have listed a school that will not order anything from me. I can ‘un’list the school and list another.
   A. True    B. False

16. I have to be a supervisor to list a district or system.
   A. True    B. False
PURCHASE ORDERS

Many schools and libraries use “purchase orders” to purchase materials. The “purchase order” is similar to charging a purchase. When an order is placed, a “purchase order” accompanies the order. Purchase orders for any amount may be submitted.

Purchase orders can be submitted from public schools and libraries.

Private schools must submit a credit application and be approved by EDC Educational Services before a purchase order can be submitted. The EC must provide the Home Office with the completed credit application found in the duplication copies section of this manual. The EC can submit the credit application to the Home Office before the order or with the order.

EDC Educational Services cannot allow an order to be submitted with both check or credit card payment and a purchase order. The purchase order must be on an order by itself. The use of a Purchase Order usually means that the school will be billed for the order.

If a purchase order is received at the Home Office from an unlisted school without the EC’s name or ID # listed, we will call the school and see if the order was solicited by an EC. If they do not have a name, no sales credit will be given.

If an order is submitted with a purchase order, the PO can be faxed, scanned or mailed. EDC will keep the original PO on file.

It is the EC’s job to avoid duplicate orders being shipped. If a purchase order is mailed with the original S & L order form and the school submits a purchase order directly to the Home Office, the EC will be charged for the shipping and pick-up charges incurred by the Home Office for the duplicate order. The Home Office will try to avoid these problems but they will happen if the EC does not follow through and let the school know, up front, that they must receive the purchase order. If the school insists on mailing the purchase order directly to the Home Office, send in the S & L order form ahead of time with a note saying, “Hold for Purchase Order”.

When the Home Office receives a purchase order, Usborne Books & More will bill the school for payment. Payment is usually received within 30 to 90 working days. The EC will receive credit for the sale the month in which it was shipped, but commission will be paid the 15th of the following month.

Book Bucks are not issued when payment is made by purchase order. Many schools will only pay for what they receive. If an order is processed and a book is out of stock, most schools will not pay for it. If this occurs, commission, sales credit and any incentives will be adjusted accordingly.

If the school or library would like to have out of stock books sent when available, it must request to have the out of stock books Back Ordered.

Only sales of $25 or more will be paid commission.
**Purchase Order – Self Test**

1. The EC should just give the school a catalog and let them send the order with the purchase order to the Home Office.  
   A. True  
   B. False

2. The school sent the purchase order to the Home Office so the EC quickly wrote up an order and sent it in to coincide with the PO.  
   A. This is OK  
   B. This causes a duplicate order

3. An EC can keep part of the purchase order for commission.  
   A. True  
   B. False

4. An EC receives commission after the purchase order is paid.  
   A. True  
   B. False

5. It usually takes a couple of weeks for the school to pay a purchase order.  
   A. True  
   B. False

6. A school purchase order is a payment.  
   A. True  
   B. False

**ONLINE ORDERING**

Ordering for some schools and libraries has just gotten easier. School and library accounts that are listed by a consultant now have the option of making their purchases on the internet. EC’s can now set up a profile for each one of their listed schools and libraries, and give the librarians access to the web address to place their orders. Along with ordering all the books, they can also order processing. If the school/library needs to send a manual PO with the order, they can still enter the order and print it to send with the PO. We will still require the EC to enter a PO number from the librarian if they must use one.

We can set up a user name and password for all our listed schools.

user name: twhite (media specialist name or even just their email address)  
Password: centralhigh (their school/library name)

*To set up the log in information on your accounts... go to “Web Sales Admin” and then “S&L Acct Management” You need to set up the online ordering first – you’ll see that link on the left. Then you can scroll down at the bottom and “Create Login”*

Once you set their account up then you will be able to click on the “view” link next to their name and see the username and password that you assigned to them.
*You will want to get that log-in information to your schools and let them know we have this great new feature for them to use.

One suggestion is to create a document on bright paper—that can include the school name, log-in and password. You can give this information to them when you meet with them next, by email or mail it to them.

You give the media specialist www.edclibrarybooks.com/yourID and also the log-in information.

Media specialists are able to order online using POs or Credit Cards and there is also the capability of ordering cataloging online.

This online ‘web based’ ordering allows the schools/libraries to work on the order on one computer and then move to another computer (at home or just across the room) to finish it, if necessary. It’s completely web based.

If the media specialist needs to get order approval before it is submitted, she can give the log-in information to the approval person to do online.

You can set up more than one account for a school- maybe you have 3 different departments that you are working with in one school – PTA, media specialist and reading specialist, for example. They can all have their own log-in information.

EDC Educational Services is striving to make the ordering process for schools/libraries as easy as possible.

**ORDER PRO ONLINE SCHOOL AND LIBRARY**

No print outs to mail or fax. EC’s can now transmit school/library orders over the Internet if they do not use manual PO’s. Orders that have verbal approval or PO numbers only can be submitted directly through OPOL. All cataloging products and services can be submitted as well.
SCHOOL & LIBRARY SALES

As mentioned in the beginning of this manual, Usborne books have been successfully distributed to schools and libraries through EDC Educational Services.

Library Bindings

Many of the titles are available in library bindings. They are bound with the highest quality library binding available in the industry. We have a 100% guarantee for 30 days and a 50% replacement fee for the lifetime of the binding. We are committed to providing this level of quality:

- 80 lb. Acid free end sheets
- Hinge reinforced with heavy weight cotton drill cloth
- Singer side sewn with heavy cotton thread
- Cases made with Davey Binder board
- Library corners are used for durability
- Each book body is glued tightly to the spine

These features will extend the life of the book through many circulations for years to come.

EDC Educational Services also offers cataloging and full processing for the books. Usborne books are used by educators as a teaching resource. Usborne Books are also used as supplements to core curriculum and some have been adopted as textbooks for certain subjects. You should review the handbook, catalog, past newsletters’ “reviews and ideas” and the website for product knowledge, features and benefits.

The school and library market is an excellent place to promote business. Usborne books are distinctly published with children in mind. There are over 1400 titles covering various subjects. Therefore, most subjects being taught will have an Usborne book that will enrich that subject. Teachers will benefit from having Usborne books in their classrooms and librarians will want them in the library.

Most schools and libraries deal with budgets and are given a certain amount of funding for various areas. Some teachers are also given discretionary money from the school or PTA. Individual teachers may or may not require purchase orders to purchase. Usually, the office staff in charge of submitting the purchase order is not the person in charge of ordering. Many schools differ on who is allowed to order. This can vary by subject, department and responsibility. It is up to the EC to research who to contact. Most schools in the district will operate the same.

The EC may approach the school for direct sales, which should be submitted OrderPro Online.
If the school is low on funds, then suggest a book fair or Reach for the Stars!! (Information about these programs is in the Usborne Books & More Consultant Guide and CIA link on your website.) This is a way for the school to receive books or cash for the library or classroom.

EC’s for a school are also allowed to sell directly to the classrooms, teacher’s lounges, open houses, PTA meetings and whatever other functions the school is having in which the teacher or school can benefit. These sales may be written up as a direct sale on the Usborne Books & More summary order form. Please remember that when sales are not written on the S & L order form, credit is not given toward maintaining minimums for that particular school.

Consultants who are not EC’s cannot approach schools and libraries.

**Who To Approach**

As mentioned earlier, the EC should research who to approach, depending on the type of sale being promoted. For instance, find out what the protocol is for approaching a school. Should you sign in when you get there? Do you need to wear a name badge? There are a number of ways to approach a school or library and working the market will give the experience needed to know what works best. Suggestion – find out the name of the contact person by calling the school. Mail or drop off a catalog. Follow through with a phone call a few days later and ask to make an appointment to visit briefly.

Always thank an individual for taking the time to meet with you. What is said will depend on who is approached. Let your excitement about Usborne and Kane Miller books be contagious. Listen to their needs and follow through with examples of how their needs can be met and children can benefit at the same time.

**Suggested people to contact –**

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<th>Department</th>
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<td>Superintendent</td>
<td>Science Elementary</td>
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<tr>
<td>Business/Finance/Purchasing</td>
<td>English/Language Arts K-12</td>
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<td>Remedial Reading K-12</td>
<td>Bilingual/Bicultural/TitleVII</td>
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<td>Food Services</td>
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<td>Foreign Language K-12</td>
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<td>Teacher Personnel</td>
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<td>Science Secondary</td>
<td>Reading K-12</td>
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<td>Mathematics K-12</td>
<td>Library Services</td>
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<td>Federal Program Administrator</td>
<td>Instructional TV</td>
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<td>Chapter I/ECIA Coordinator</td>
<td>Art K-12</td>
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<td>Chapter II/ECIA Block Grant</td>
<td>Business Education</td>
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<td>Asst/Assoc/Deputy Superintendent</td>
<td>Academic Testing</td>
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<td>Instructional Media Services</td>
<td>Research and Development</td>
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<td>Audiovisual Services</td>
<td>Public Information Services/PR</td>
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<td>Vocational Education</td>
<td>Summer School</td>
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Industrial Arts | Computer/Technology Coordinator  
--- | ---  
Home Economics/Consumer Ed | In Service Training/Staff Dev  
Adult Education | Marketing/Distributive Education  
Career Education K-12 | Data Processing  
Early Childhood Education | Psychological Testing/Services  
Health/Sex Ed/Phys Ed | Affirmative Action/Title IX  
Guidance Services K-12 | Pupil Personnel  
Social Studies K-12 | Drive Education/Safety Ed  
Science K-12 | Gifted/Talented Ed  
Reading Specialist | Video Coordinator  
Title I | Literacy Coach  
Substance Abuse Prevention | Migrant Workers coordinator  

**Suggested Questions**

The following are suggested questions that will give information needed on who to see.

Do you place orders through the district or directly with the vendors?

Are there additional programs being offered this year? Ex.: This may be the first year that Spanish is being offered.

Are there any federally funded programs?

Do you have specialists that choose their own materials?

Are the teachers given an allowance to purchase materials for their classrooms?

Who is in charge of book fairs?

**Friends, School Associates and Family**

Living in an area, gives you the advantage of being familiar with the school district. It is even better if your children attend the school. Joining the PTA or being active in school activities allows one to network and find out who orders what, what type of functions the school holds and how the school operates.

If your children do not attend the school, ask a friend who may have children in the district about who may be the best person to call for information. Ask if their name can be used as a referral.

**Leads From Your Usborne Books & More Business**

Let people at shows know that Usborne books can be sold to schools and libraries and talk about book fairs. Ask for leads on the customer survey.

When participating at a booth, put a question on the door prize slip that asks if they know of a school or library that you can call on and the name of a contact person.
School Personnel

The receptionist – This is the first person to talk to when calling a school. She/he will most likely be able to provide names and give titles.

The principal – This will be the person who knows the rules and regulations for placing orders and who is in charge of books and curriculum.

The librarian or media specialists -- Many librarians do more than just run the library. Many help the teachers with various subjects. Ex.: If the teacher is doing a theme on weather, the children may go to the library and do a project on weather vanes. Find out what the librarian does in the school, address the needs and offer suggestions to make the job easier.

Department heads or other specialists – In schools that are geared for older children, there are usually department specialists who chose and order materials. Some schools have specialists for various subjects who are in charge of researching and ordering materials. The various specialists usually have their own budgets.

District Level

Find out as much as you can about the district and whom to approach. Call and ask the receptionist. It is hard to get an appointment, but follow through in a professional manner. Leads will be the curriculum coordinator, information officer and assistant superintendent in charge of curriculum.

One person may be in charge of curriculum for a small district. Two or more people (supervisors, assistant superintendents) may be in charge of curriculum at a medium sized district.

A succession of individuals or committees may be in charge of a large district.

TERMINOLOGY

There is certain terminology specific to the school and library market.

Bids

Many schools will say, “You need to be on the bid list before we can buy from you.” What does this mean? Certain times of the year, an EC will be invited to “Bid” for the schools business, by filling out paperwork (it is all different) stating the company you represent and what you are bidding on. Example: library books, paperbacks, educational manipulatives, etc, what % discount you offer, delivery time, shipping and handling, processing, terms, etc. The
information you list will have to be honored for a fiscal school year if the bid is selected. These are usually sealed bids. If selected, the EC will receive confirmation that the EC is listed on the bid list with the bidding information listed. When a teacher or librarian wants to purchase something, they will go to the approved list to select catalogs to find their materials.

Another type of bid is when a school asks the EC to submit the best price for a specific title. If the bid is unsuccessful, do not be discouraged, rather, move on to another school. There are 750,000 schools with potential orders.

**Samples**

Some districts have to approve products before listing the EC on the vendor list or consider adopting Usborne books. This is when they will need samples. They are usually non-returnable and are kept in a central place so that all teachers and librarians in that district can see the books.

If an EC must give a non-returnable copy of a title to a school for bid purposes, **submit a copy of the bid** with the pertinent information including titles needed, name, address and contact person at the school, and the EC may purchase the samples at 65% off the retail price. **This is for bid purposes only.**

EDC has developed competitive marketing programs to meet various school and library requirements. Please know the marketing programs incorporated in this manual.

**USEFUL TECHNIQUES**

The following ideas for ‘Your Approach’ were taken from “Opening Closed Doors” by Richard Weylam.

**Objective:**

To position yourself with your prospects and customers as having a positive, caring attitude. In a marketplace where the products and services are perceived as equal, a positive, caring attitude and trustworthiness will position and present you as someone who is different. The prospects that recognize these traits will give you access to themselves because they perceive you as different. A positive, caring attitude is known to remove skepticism from the minds of prospects. They quickly perceive that a person who is enthusiastic has their interests at heart and will respond to their needs and problems effectively.

The list of techniques will help you adhere to three key principles in earning trust.

**The three key principles are:**

1) Who we are is more important than what we do.

2) How we treat others is more important than how we are treated.

3) What we do is more important than what we say.
Techniques:

Treat everyone with respect.
Be genuine.
Be prompt.
Under promise and over deliver.
Keep your personal and professional conversations private.
   This demonstrates your ability to be trusted.

Avoid stretching the truth even a little.

Have a personal code of ethics.

When demonstrating trust, it translates into what you consider ethical behavior. Develop a personal code of ethics to help you avoid making decisions based on emotion. Let your prospects and customers know what your code of ethics is and it will increase their confidence in you. It will open doors of opportunity.

Objective:

To achieve high visibility and gain the confidence of your customers. This will ultimately permit you to build quality relationships with more people and result in a greater prospect flow. The following techniques will help achieve high visibility.

Techniques:

**Ask rapport building questions about each person’s business.**
People love to talk about themselves. Ask how they became successful in their business or job. Ask what advice they can give for working with people like themselves. Find out how many years they have been in their business. If you are not a conversationalist, create three to four standard questions that focus on your prospects to kick off the discussion. Practice the questions ahead of time so you are comfortable with them. The more your questions focus on them, the more people will focus on you. You will become known as an individual who has sincere interest in people, not just in the products and service you sell. Remember the old adage, “The sale starts when you stop talking.”

**Demonstrate listening skills versus speaking skills.**
Remember E. F. Hutton’s commercial, “When E. F. Hutton speaks, people listen?” The commercial should have said, “When you talk, we listen.” If it had, E. F. Hutton might still be in business today as an independent company. Make your prospects feel important by nodding to let them know you are paying attention. Avoid the temptation to interrupt when customers are speaking. Make it a policy to be interruptible and stop interrupting.
Have a 30-second verbal “commercial” ready to describe what you do.
When people ask you what you do, describe what you can do for them. People want you to interpret who you are and what you can do for them by translating your buzzwords and jargon into words and benefits they recognize. An example is if you are selling a book fair you might say that you “provide wonderful, educational books for children while the school benefits by receiving books for their library” instead of “I do book fairs.” If you are approaching the librarian to purchase books, you may tell her or him that you “help librarians provide quality children’s books for their young customers” instead of “I sell Usborne books to libraries.”

Follow up with a note to each person you meet and converse with.
Send a note that is sincere and gracious. Use black ink to hand write and keep it to no more than three sentences.

Exhibit enthusiasm for your product and the company.

Avoid being easily offended.

Things will happen that you don’t like. Keep things in perspective. A little flexibility goes a long way.

Dress appropriately for each event.

Follow up on every lead you get.

There is nothing more disappointing, from a prospect’s point of view, than getting no action after saying, “Give me a call.”

Objective:

To promote yourself to prospects through participation. Some ideas to help you get the leads needed and maintain your relationship with your customers.

Serve on committees.
If your children go to the school, consider joining the PTA or PTO.

Help with a charity cause sponsored by the school or library.
Serve on the committee, sell tickets or just purchase tickets. Your involvement shows good intentions with good deeds.

Buy tickets or participate in school functions.

Buy advertising space if allowed in the school newsletter.

Provide a door prize for meetings.
Develop and deliver an educational seminar based on Usborne books.

Many schools and libraries offer one program for parents on all aspects of child rearing.

Write an article for the school newsletter about Usborne books or a book review of a new title that is now in the library.

You must ask for the sale.

Your job is to maximize opportunities with the decision makers. This will only happen if you make the transition from relationship marketing and prospecting to the sale. The overall outcome of target network marketing should be to create a favorable prospect flow so you can make the sale.

Please remember the individuals you are approaching are the experts. Your views on educational methods used at the school will not be appreciated. Avoid the temptation to instruct the school staff. Research the specific subjects, ages of the children attending the school and the needs of the school so you can plan your presentation appropriately.

Ask for feedback on how they feel you can better service their needs. Usborne books sell themselves. Let you customer review some of the books you feel are appropriate. Ask what they are thinking and if they have questions on how that particular book can address their needs.

Documents to help keep track of your school/library visits are available on your consultant page under CIA link.

Objections

Objections are normal and expected. An objection is really a question for more information, a legitimate concern or a nice way of saying no because they have not seen the value for themselves of what is being offered.

Overcoming objections is easy once they are understood and the EC realizes that they are part of the investigative process. The average sale is made after the fifth objection and the average salesperson quits after the second objection.

Use the feel, felt, found approach. An example objection: The books cost too much. I know how you feel, I felt that way when I first signed on to be a consultant with Usborne but after researching the prices of books, I found that we offer the best price on a quality product.

Educate your customer, take care of their concerns and show them how their needs can be satisfied. Continue until the customer has all of the information to make an informed decision.
Organizing the Business

Many EC’s have a method of recordkeeping that works well for them. Keep records on important information such as:

1. Policies and regulations for each school you are servicing.
2. The names and information on the contacts at each school or library.
3. A history of the sales to the school or library.
4. A calendar of events that are happening at the school or library.
5. A record on when to visit, call or follow through on previous appointments.
Cataloging

Many librarians will ask about library cataloging products and full processing. Yes, we do offer cataloging and full processing. There is a cataloging order form that can be found on the CIA website or in the front of the S/L catalog. You may choose to let the librarian fill in the catalog processing form. They are familiar with the questions and know what they require for their catalog processing needs. If an order contains cataloging products, the catalog processing form must accompany the order or the form must be completed in OPOL in step two. The computer is programmed to order cataloging products for all the titles in OPOL. If processing is required for Book Fairs, RFTS or LFL the catalog processing form along with the order must be faxed into HO.

EC’s can offer diskettes, barcodes and other customized cataloging items. See illustration #9. These products can be ordered in any combination using the cataloging processing order form.

In many cases, the librarian will order the items needed and attach the items at the library. When this is the case, the books will be picked and shipped. The library cataloging products will be ordered as un-attach from another source and shipped to the address indicated. The books and cataloging products will not arrive together as they are being shipped from two different companies. The customer should receive their products in two to four weeks.

Sometimes, the library requires full processing. In this case, barcodes, spine labels and other items are attached to the books before being shipped to the customer. The cataloging products are ordered and shipped to EDC. The books are picked and put in a waiting station when the cataloging order (bar codes & spine labels) is close to being received by home office. The books are then “fully processed” and shipped to the indicated address. If an order is being held for full processing, the EC will not receive sales credit until the processed order is shipped.

Processed books are non-returnable. We cannot resell a product that has already been processed.

Below are some hints and information to help you as an EC to become more familiar with what will be required to complete any catalog processing in a timely fashion. Before you submit an order with catalog processing, checking the following info will help you expedite any processing request.

**Software System:** The EC needs to know what they are currently using or if they plan on an upgrade in the near future. When dealing with the following be sure to get the extended name such as Winnebago-Sagebrush-Destiny or Follett-Destiny. It is very important to distinguish between the different sequences of manufacturers’ software. Winnebago or Alexandria will need to know whether they are Spectrum.

**Version:** The software version is very important. Version relays whether the marc records can support a ten digit ISBN # or a thirteen digit ISBN# on the MARC Records. The records cannot be completed without the version.
**Type of Computer:** Need to know whether IBM / IBM compatible or if they use Macintosh computer. This helps in producing the correct format for either computer type.

**Disk Size:** This determines how they will download the information into what portal. A media specialist has a choice of a disk, email or web download to receive the records. Web downloads are available for one year after the generated date. Also if they choose to have the records emailed or web downloaded, there will be a $15 set-up fee plus .15 per record. There will be shipping costs involved when mailing the records on a disk. There are no shipping costs for web download or email unless they have additional cataloging items included.

**Data Format:** Data format determines how the records will be set-up. There are several different types of fields in the formats and each format has some similar fields and some that are a completely different field of information. So this information must be correct. If they are USMARC it’s best to get a copy of their specs just so that the fields match-up to any of their current records.

**Disk Density:** The density will help in the importing of the information into the school or library PC.

This next step in obtaining information is very crucial. If they are getting Marc Records with Bar Code, you will need to have the following information. If they are getting bar codes attached or un-attached this info is still very important.

**Starting Bar Code Number:** Home Office will always need this number if the media center is requesting bar codes of any type. Remember to always get the complete starting number including media code, location code and if there are any filler digits.

**Bar Code Label Symbology:** Again very important! If the library is requesting barcodes then Home office will need this information. The order cannot be process without it. The symbology relays how the bars on the bar code are to be read by the scanner. If the bars are incorrect, then library or the school will not be able to scan the bar codes.

If you or the media specialist cannot figure out this information or have no clue then follow these steps
1) Photocopy or scan a working bar code from one of the current titles from the shelf to home office
2) Once this has been photo copied or scanned (this will need to be a very clear copy) it needs to be landscaped so the lines in the bar code are running across the page and enlarge to at least eight inches.
3) Once this has been done and looks fairly readable then fax or email this into HO and HO will forward onto Medialog to figure out the symbology.

Spines can be replicated to the librarian or media specialist’s request. Please relay how they wish for the call numbers to read or if they request a limited number of places past the decimal point.
The next step if HO is attaching is fairly easy. The hard part of an order is over if all of the steps above have been completed. Placement for bar codes and spines are needed if HO is attaching said items. This area is just a matter of knowing where the media specialist wishes these items to be attached to the book. The process sheet will give you diagrams to illustrate the location of said items. The spine location can be however they wish. An inch is standard but HO has done different measurements on the spine.

If you have never done an order with catalog processing it may seem a bit intimidating, but it's just a matter of getting the correct information.

Also remember on any orders faxed or emailed to Home office with catalog processing you must always submit the order with a list of titles and all thirteen of the ISBN#. Medialog cannot process an order without all thirteen digits, six will not work.
The School & Library Marketing Program

The shipping and handling fee of 8% will be the standard fee for a school and library sale. Most schools are accustomed to paying S/H.

Some schools will ask for a discount on their purchase. We have provided a program if this should arise.

We have implemented a marketing program that allows an opportunity to satisfy customer’s needs. The minimum made on a school or library sale is 17%.

The options are as follows:

**Option 1  No Discount**
Receive 25% commission
The school pays full retail & 8% S/H
**Minimum sales are $25.00**

**Option 2  Free Shipping**
Receive 20% commission
**Minimum sales are $200.00.**

**Option 3  20% Discount**
Receive 17% commission!
There is an 8% S/H fee on the full retail value.
**Minimum sales are $250.00**

School and library orders may be written up in OPOL.

The Cataloging Order Form is on the inside cover of the Educational Services Catalog and also available to download from the CIA link on the web site.

Shelf ready processing (full processing) for catalog card kits is an extra $1.25 per book. **This is a labor charge and does not include any cataloging materials.**

Supervisor overrides will be 11%, 7%, 5% and 1% on the net sales (**net = the amount of the sale after discounts and commissions**).
Book Fairs

Book Fairs are retail sales sponsored by a school, hospital, daycare, or organization. The minimum order is $200 retail. The organization receives 25% of the total retail sales in free books when the total sales are between $200 and $499.99 and 50% of the total retail sales in free books to the organization when the total sales are over $500. Consultants with a website can also offer eFairs!

Commission = 20% at $200 - $499.99 retail
17% at $500 and above

Reach for the Stars!!

This is a pledge-based reading incentive program. Participates get free books based on the amount of their pledges.

Commission = Minimum of 17% based on the retail amount submitted

Formula: 100% Book Option. Kids receive 50% in books, and the organization receives 50% in free books. It is entered similarly to a book fair.

Example: Pledges = $5,000.00 (money received
Total books needed to order = $5,000.00
(Kids will receive $2,500 in books and organization will receive $2,500 in books.)

Formula: (how to enter the order)
$5,000.00 (total books) X .67 = $3,350.00 entered as full retail
$3,350 (full retail) ÷ 2 = $1,675 entered as free books.

You received $5,000.00 but it only cost you $3,350.00 (full retail), so you earned the difference of $1,675.00! You also earn 17% commission on the full retail. $3,350.00 X 17% = 569.50 commission! Your total earnings $1,675.00 + $569.50 = $2,244.50 (45% commission), minus any incentives/expenses.

Literacy for a Lifetime™

This is a 50% matching grant program partnering Educational Development Corporation (EDC) with businesses, foundations, and individuals to support local educational institutions. Donations are tax deductible and made to the educational institution, and are then forwarded to EDC for the matching grant portion. Donations of $200 or more will receive a 50% matching grant from EDC with products from Usborne Books & More. For example, a $1,000 donation will result in $1,500 in books to the receiving organization. The organization receiving the books has full control over their selection, from an array of over 1400 titles. Literacy for a Lifetime™ can be used as often as donations/grants become available. There is no cap on the amount that can be donated or matched. For more details and to download a Grant Information form, refer to the CIA Training site.

Commission = 17% based on the retail amount submitted.
Questions & Answers

Q. If a consultant is not an EC, can they still do book fairs?
A. Usborne Books & More consultants can do book fairs with any organization except public schools and public libraries. They must be an EC to be familiar with the rules for listed and unlisted schools and libraries. It will also prevent the possibility of an Usborne Books & More consultant approaching a school or library that is already being serviced.

Q. Do book fairs count towards the totals for S & L minimum sales needed to keep the school or library listed?
A. Yes, they do count, as long as we receive the letter from the school or library on their letterhead stating that they held a book fair.

Q. What business card do I use?
A. We will provide access to business cards indicating your status as a Usborne Books & More Consultant and EDC Educational Consultant through Town & Country Printing, Michigan Wholesale printing and Vistaprint.

Q. If I list a school that doesn’t buy anything from me in a couple of months, can I unlist it and list another school?
A. Yes, you can unlist a school or library. To unlist the school email listings@edcpub.com to the Home Office. Be sure to include all information including consultant ID and school name.

Q. If I only list one school or library, can I list more and when?
A. You can list up to 7 schools. We do not require you to submit all of your listings at the same time. You can list one school or library at a time.

Q. Can I take a purchase order at a home party?
A. Yes, you may, but it will not be credited on the home party and it must be turned in separately. First, find out what school or library the customer is associated with. Check the website to see if it is a listed school. The order will be given to the EC who has the listing. This will fall under the guidelines of the referral program. If the school is unlisted, the EC can place the order.

Q. Can I accept a purchase order on book fairs?
A. No. Book fairs must be pre-paid either by the organization or the consultant.

Q. Can an EC, who is not a supervisor, sell to a system or district if it is not listed?
A. Yes, as long as there is no one currently servicing the account.

Q. Can I service an unlisted school that is outside of the 150-mile radius?
A. Yes – We recommend that you find a recruit within the area or sign up someone at the school to provide service and eventually list it.
Q. What if a librarian has 4 libraries?
A. You must list each school or library separately

Q. What if I have two home addresses?
A. You may list up to a total of 7 schools and libraries as long as they are within 150 miles of either address.

Q. Can I service a school or library before listing it?
A. Yes, you can but there is a chance that someone else will list it.

Q. Do library sales keep me active and apply towards the one-step-at-a-time rewards program?
A. Yes, they do!

Q. Is the shipping and handling on the discounted or retail total?
A. The shipping and handling charge is on the retail value of the purchase.

Q. What happens if I list a school, establish a good working relationship with them and then have to move?
A. Help another EC in your area establish a working relationship with the school.

Q. I only want to sell to schools and libraries once I become an EC. Is this OK?
A. This is fine as long as you remain active with the S & L sales. It would be easier to establish leads and contacts for the S & L market if you are maintaining all aspects of the business.

Q. If a school is unlisted, would you have to email the Home Office to see if they are listed every time you want to call on them?
A. No, if it is unlisted, you should list it.

Q. Will the Company provide information about who purchases, regulations and policies in my area?
A. There are numerous rules and regulations across the country. You have to find out about the specifics on the schools and libraries you are servicing. If there is a supervisor or another EC in the area, they should be able to provide some information pertaining to the area.

Q. Can a consultant who is not an EC approach schools and libraries to do a book fair?
A. No

Q. If an UBAM consultant gets a purchase order, goes through the process of trying to find an EC that services the individual school and finds that there is not an EC, is it fair that she can turn in the order as a direct sale and take 30% commission?
A. When a consultant places an order with a purchase order, they will receive 25% commission instead of 30%. We would hope the consultant would achieve the
requirements necessary to become an EC and list that particular school. School and library order forms are the only acceptable forms to accompany purchase orders.

Q. Can I sticker the library books with my name, phone number and a message about reordering?
A. No – It is considered unprofessional to sticker books in this market

Q. What does the Home Office do with an unlisted school or library that calls them and wants to place an order?
A. The Home Office will process orders from unlisted schools until an EC makes contact with that school or library.

Q. I have a district that wants a copy of each title with the bid that I have submitted on these titles. The school does not return the titles to me, and this could cost more than I am willing to invest in my business. What do I do?
A. An EC can order titles, for the purpose of giving a copy of a title to a system or district for bids only, at a 65% discount. This could be a long, tedious and expensive experience with little results. Please use your discretion.

Q. If a librarian asks for a categorized list of titles by Dewey Decimal number, what do I do?
A. Access the Usborne Books and More web-page.

Q. Do schools have budgets that operate on a fiscal year?
A. Budgets for the fiscal school year usually conclude on June 30th of each year.

Q. What is the Company’s guarantee regarding their library bindings?
A. EDC has a 100% satisfaction guarantee for all of our products for 30 days and a 50% replacement fee for the lifetime of the binding.
Answers to Self Tests

P. 6
1. B
2. C
3. B

P. 7
School & Library Traits
1. A
2. A

P. 7
1. Certificate

P. 12-13
Requirements for Enrolling S & L
1. A
2. 7
3. B
4. $6,000.00; 3
5. A
6. A
7. A
8. $200.00
9. A
10. A
11. A
12. B
13. A
14. A
15. A
16. B

Purchase Orders
1. B
2. B
3. B
4. B
5. A
6. B
School & Library Manual
Duplication Copies
Credit Application
EDC Educational Services
Usborne Books
P.O. Box 470663
Tulsa, OK 74147
Tel: 800-611-1655 Fax: 918-663-2525

Please fax or mail this completed form to EDC Educational Services (address and fax number above).

School Information
School Name
Billing Address:

Ship To Address:

Accounts Payable Contact Name:

A/P or Main Phone #: Fax #:

Is the School Tax-Exempt? 
If so, please supply a copy of the tax-exempt certificate or the Federal Tax ID# above.

Trade References

Vendor #1
Address City, State, Zip
Account # Phone # Fax #

Vendor #2
Address City, State, Zip
Account # Phone # Fax #

Vendor #3
Address City, State, Zip
Account # Phone # Fax #

Please indicate the flow of paperwork for invoices (ex. EDC to librarian to accounts payable, to board of directors, etc.) and approximate time frame (if known).

I hereby authorize the trade references listed to furnish Educational Development Corporation information regarding this account.

Signature Title Date

Policy Statement: Initial order from new accounts, with approved credit.
Terms: Net 30 days from the date of the invoice unless otherwise stated.
**CARD KITS**

**PROCESSING**

**BAR CODING**

This form MUST accompany your purchase order in order to receive any bar coding services.

Consultant ________________________
ID# _____________________________
Telephone ( )_____________________

SCHOOL NAME (for bar code labels and/or book pocket labels (to 30 letters and spaces))

**CATALOG CARD KITS**

*Kits and Processing are not available for videos or CD’s*

Please send me quantity required:

- AR Label set 25¢ ea. $________
- Lexile spine 10¢ ea. $________
- Date Due Slips 20¢ ea. $________
- Date Due Card 20¢ ea. $________
- Data disk (minimum setup fee) = $15
  - Please add 15¢ per record. $________
- Bar Code label unattached = 10¢ each $________
- Bar Code label attached with protector = 40¢ each $________
- Extra bar code labels per book at 10¢ each. $________
- Spine labels only 10¢ ea. $________
- Spine labels attached with protector 40¢ ea. $________
- Transparent spine label and/or bar code label protectors 10¢ ea. $________
- Book Pockets 20¢ ea. $________
- Label sets (Spine label & Pocket label) 25¢ ea. $________
- Catalog card kits (1 main entry, 2 shelf lists, subject cards, added entries, date due card, tamper-proof spine label, title card and pocket label, peel and stick book pocket) 99¢ ea. $________
- Catalog Cards Only (1 main entry, 2 shelf lists, subject cards, title cards, added entries) 75¢ ea. $________
- Main Entry Cards 15¢ ea. $________
- Shelf list cards 15¢ ea. $________

**TOTAL PROCESSING CHARGES** $________

**SHIPPING & HANDLING-8%** $________

**UPS Shipping** $5.00 minimum

**TOTAL** $________

---

**DATA DISK**

**WHAT SOFTWARE SYSTEM ARE YOU USING?**

- ALEXANDRIA
- DYNIX
- MOLLI
- FOLLETT (CIRC PLUS) Please note up-date
- WINNEBAGO

*Phone # of this software system (__________)*

(Records are usable by any system capable of transferring MicroLIF or USMARC records from 5-1/4" or 3-1/2" double density disks)

**Type of computer?**
- IBM or IBM Compatible
- Macintosh

**What size disk?**
- 3-1/2"
- CD-Rom
- E-mail

- Web Download - E-mail

**What data format?**
- 91 USMARC (852)
- USMARC (949 holdings field)

**What disk density?**
- HD high density
- DD double density

**BAR CODE LABEL INFORMATION**

Complete starting bar code number

Bar code Label Symbology:
- 3 of 9
- 2 of 5
- Codabar
- 3 of 9 T-space
- 3 of 9 MOD10
- 3 of 9 MOD43

**BAR CODING SHELF READY PROCESSING**

**BAR CODE LABEL LOCATION**

*If bar code labels are to be attached, indicate desired position(s) of bar code label(s) by circling appropriate letter(s) below.*

**SPINE LABEL LOCATION**

- 1 inch from bottom of spine
- Other

**BOOK POCKET LOCATION**

If card kit is to be attached, please indicate location:
- Inside front cover
- Inside back cover
- Front flyleaf
- Back flyleaf

If no position is checked, we will place pocket on back flyleaf.

**SCHEDULE OF DELIVERY FOR PROCESSED ITEMS**

All processing is shipped under separate cover; delivery within 2-4 weeks

**EDC EDUCATIONAL SERVICES**

10302 E. 55th Place
Tulsa, OK 74146-6515
800-611-1655

**PROCESSED BOOKS ARE NOT RETURNABLE IF PROCESSED ACCORDING TO YOUR INSTRUCTIONS UNLESS DEFECTIVE OR DAMAGED IN SHIPMENT.**

**For Office Use Only**

**Field 185**

YES NO

**SHIP TO:**

School or Library ________________________
Contact Person ________________________
Address ______________________________
City ________________________________
State ___________ Zip _______________
Telephone ( )_____________________

---

**Outside Back Cover**

- F
- G
- J
- L
- N
- P

**Outside Front Cover**

- A
- B
- C
- D
- E
- H
- K
- M
- O
- Q

**Inside Back Cover**

- B
- C
- D
- E
- F
- G

**Inside Front Cover**

- A
- B
- C
- D
- E
- F
- G

Clear bar code label protectors to be applied to all attached bar code labels? ☐ Yes ☐ No

Please specify position of bar code label:
- Horizontally (perpendicular to spine of book)
- Vertically (parallel to spine of book, reading up)
- Vertically (parallel to spine of book, reading down)
**School & Library Information Sheet:**

| Address: ______________________________ | City & Zip: ______________________________ |
| Phone: ______________________________ | FAX: ______________________________ |
| Email: ______________________________ | Website: ______________________________ |
| Principal: __________________________ | Tax Exempt ID __________________________ |
| Media Specialist: ____________________ | Media Clerk (parapro) ____________________ |
| Title I school? __________ | Title I Coordinator ____________________ |
| PTA/PTO President(s): ____________________ | |
| Reading Specialist __________________ | Literacy Coach ____________________ |
| Gifted teachers ____________________ | |
| Foreign Language Dept. Chair __________ | ESOL __________________________ |
| Special Education Dept Chair __________ | Science ____________________ |
| Social Studies ____________________ | Math Specialist ____________________ |
| Other staff: __________________________ | Other staff: ____________________ |

**Other notes:** news, announcements, upcoming events, grants issued?

**Miles to School:** _______________

**Directions:**

**Personal information:**

**Book interests and preferences:**

**Gifts Given:**

Circle catalog with past orders ____ Email/call to confirm meeting ____ Send Thank you note ____

Wish list sent to school ____ Follow up Phone Call ___
## Contact and Meeting History

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<th>Date</th>
<th>Communication, contact person, result</th>
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