

CBAA Resources

C · B · A · A



Mission Statement

CBAA's mission is to serve its members by equipping them for excellent and professional production, wholesaling and retailing of Christian products, encouraging them, and uniting them under a common purpose.

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Cassettes

The Importance of Good Management Skills (W)

Suitable for Managers (& staff to encourage a sense of ownership in the ministry). Covering topics such as Mission Statements, profitability, stock turn etc. It is a good overall look at business management.

Taking Stock

CBA USA, Suitable for Managers. Looks at the various forms and advantages of keeping some form of stock control. Very practical.

How to Sell Jewellery and Gifts (W)

CBA USA. Suitable for Managers & staff. A good lecture on determining the quality of products (and hence selling points). N.B. You will need to fast-forward a fair way into this cassette on the first side to miss the prattle. Fast forward until you get to the mixed speech, this is where it starts.

Customer Service (W)

CBA USA. Suitable for Managers & staff. Tends to move a little slowly but has quite a number of good ideas that will challenge you to give better service with a difference.

Small Stores Plan for Profit

CBA USA. Suitable for Managers & staff. An informative cassette on business basics for new or "young" stores/managers.

Forum: Challenge of Christian Faith in Business

Mainly suitable for Managers. A panel of Australian CBAA members who share their walk and motivation (also why they do it that way).

Store Image (W)

CBA USA. Suitable for Managers & staff training.

This information of this cassette will encourage a sense of ownership and will be useful as a discussion prompt. An interesting talk on ministry versus business.

Merchandising - What to look for?

CBAA. Suitable for Managers (& staff training)

A checklist to smarten up the looks of your store and make it more effective at what it is supposed to be doing.

Formulas and Percentages

CBAA. Suitable for Managers. A fast moving talk on the use of formulas and percentages and their usefulness in improving a business.

Strategic Business Plan (W)

CBAA. Suitable for Managers (& staff to understand the concept once a plan is underway) Speaks to the importance of having a Strategic Business Plan, how to make one and what it is useful for. An important part of business management.

Suggestive Selling (W)

CBAA. Suitable for Managers & staff. Mainly covering the area of cross-merchandising. It is very useful and practical.

Restoring Faith in Management (W)

CBAA. Suitable for Managers. How do we combine faith, management, ethics and ministry? CBAA. Suitable for Managers.

Christian Books for Non-church Goers

CBAA. Suitable for Managers. In this talk Phillip Hughes looks at statistics, how can you read them, what can you do with the information they provide and does some interpreting himself. He also talks about accessing information.



Cassettes

Videos



Enhancing Your Store's Image

CBA USA Suitable for Managers & staff. Still very relevant, there is a need to convert from left hand to right hand drive. Lots of practical and illustrated ideas on shop set-up, outside, inside and in the back room.

Philosophy of Christian Bookstore and Work Booklet

CBA USA Suitable for Managers (30 minutes). The foundation of a successful Christian bookstore is its philosophy of ministry and business. This video will take you through the steps of formulating a philosophy that is tailored to your situation and that provides a solid foundation on which to base business decisions.

Creating Displays that Sell (W)

CBA USA Suitable for Managers & staff. Learn how to select themes, find the materials you need, and create displays that project that just right image. Pat Bradbury, a popular CBA workshop leader, shares her proven methods for building effective displays (20 minutes) More helpful for larger stores than small stores but could help small stores for specialised window displays. Has a nice, fresh professional approach.

Bible Basics - A Bible Society production.

Suitable for Managers & staff. Designed to help those selling Bibles to learn basic facts about: The Bible: What is it? Where did it come from? Our English Bible. How did we get it? Why all the various translations? Special features found in Bibles. How is the Bible bound? How to apply your knowledge to meet customers' needs.

Keys to Effective Sales

CBA USA Suitable for Managers & staff. A positive motivational and encouraging video. It would be effective in any staff meeting.

Sales Counsellors

CBA USA Suitable for Managers & staff. An excellent video for new employees or as a refresher course for established employees, this program offers training in the fine art of customer service. If your employees practice the principles presented here, your store will gain a reputation for second-mile service. Although a little dated, voluntary staff would benefit greatly from this video. (37 minutes)

Customer Service (W)

CBA USA Frontline. Suitable for Managers & Staff. - 15 minutes. Light, entertaining and good content. Would be easy to use in a staff training session. You need to serve your customers, as you would like to be served. A Manager's Guide for conducting a training session will be supplied, together with a related article "4 Steps to Exceeding Customers Expectations".

Serving Through Selling (W)

CBA USA Frontline. Suitable for Managers & Staff - 15 minutes. Light, entertaining and good content. Would be easy to use in a staff training session. MAPS, gives more or less the same message as "Customer Service" but with more emphasis on creating a "good" genuine first impression. Also provided is a Manager's Guide for conducting a training session and associated article "How to Send Your Customers Away with a Positive Feeling".



Videos

Different Drummers: Exploring Christian Music Styles

CBA USA Frontline. Suitable for Managers & staff – 15 minutes. The purpose of the training session using the video is for staff to learn more about Christian music styles. The video commences with a time of encouragement for staff in the ministry of Christian bookselling. It provides an overview of music styles such as inspirational, pop, rock, alternative, hard music, rap, country, praise & worship and traditional gospel. Accompanying this video is the Manager's Guide for the training session together with an associated article "The Ministry of Christian Music – Getting Familiar with Christian Music Styles".

Sound Advice for Boosting Music Sales

CBA USA Frontline. Suitable for Managers & staff – 5 minutes. This video could be used as a follow up to the first Christian music training session using "Different Drummers: Exploring Christian Music Styles". It discusses ways to improve the sales of Christian music product in bookstores. Accompanied by a Manager's Guide for conducting the training session and associated article "The Ministry of Christian Music – Blasting Your Music Sales Through the Roof".

Answering the Call (W)

CBA USA Frontline. Suitable for Managers & staff – 10 minutes. The video discusses how to become masters of the telephone. It outlines how to answer the phone professionally, communicate effectively and use the phone efficiently. Accompanying this video is the Manager's Guide for the training session, together with associated article "Hello? 12 Tips for Mastering the Telephone".

Frontline Feud: Dealing with Difficult Customers (W)

CBA USA Frontline. Suitable for Managers & staff – 10 minutes. In a lighthearted approach to the topic of serving difficult or "hard to love" customers, the video outlines strategies and skills to assist staff. Accompanying this video is a Training Guide for managers, together with an associated article "They Shoot Frontliners, Don't They? 12 Ways to Handle Your Worst Customer Nightmares".

Add-on and Eve

CBA USA Frontline. Suitable for Managers & staff – 10 minutes. An excellent tool to train bookstore staff in the motivation and effective communication of add on sales. It also addresses ways of obtaining customer information. An excellent tool for training staff in the multiplication of customer sales and the springboard for group discussion.

Just Say Yes!

CBA USA Frontline. Customer service means learning how to get from a "No" answer to a "Yes" answer. It is all about listening to customers and asking questions. Training guide for managers is available with the hire of this video.

Look Who's Shopping

CBA USA Frontline – 15 minutes. Give your staff the kind of training they need to discover how to sell confidently and creatively children's products. The children's market is a growing market, so CBAA stores need to be "kid friendly". Staff will receive training in "Asking Questions", "Checking Attitude", "Putting into Action" and awareness of the "Appropriate Product" for the various age groups. A CBA Frontline Training Guide with 8 easy-to-use training ideas for managers can be used with this video.

A Carefully Chosen Word: Bible Sales that Make a Difference

CBA USA Frontline – 15 minutes. With the explosion in "niche" Bibles, it's easy to feel overwhelmed, and even frustrated, when trying to understand the purpose of each new "specialty" Bible product. Give your staff the road map they need through the maze of bibles. They will then be able to help customers make the right choice when purchasing a Bible. Associated with the video is the CBA Frontline Training Guide with ideas and suggestions for the training session.

Shoplifting: It's Your Loss

CBA USA Frontline 15 minutes. Each year millions of dollars are lost through shoplifting. What can you do? This video gives your staff the kind of training they need to help deter shoplifters through excellent customer service. They will discover ways to reduce the possibility of shoplifting in the store. Topics include "What and who to look for", "What is the best deterrent?", "Identifying Suspicious Behavior Patterns" and "Cheque and Credit Card Fraud". The CBA Frontline Training Guide will also provide 8 easy-to-use ideas for group training on this important subject.

Customer Service 201: Developing Personal Trade

CBA USA Frontline. Developing personalised customer attention is the key to maintaining a healthy retail business in today's competitive environment. 68% of customers stop shopping at a particular store because of the attitude of the staff. Give your staff the skills to "Wow" customers with excellent customer service. Training guide available.

A Cleaning Carol: Make Your Store Look Like a Million Dollars!

CBA USA Frontline. Customers are guests in your store. It is vital to see your store as your customers do. A video packed with practical suggestions. Manager's training guide is available.

Professionalism on the Sales Floor

CBA USA Frontline. Real life customer stories about customer service. All staff members need the tools to become true professionals. Discover what it means to be a professional. Training ideas accompany the video.

An Open and Shut Case

Learn how Watson and Holmes use detective work to help customers leave your store with not only the right merchandise, but also a compelling motive to return. This video looks at three different customers and how you might serve them. You will learn how to develop opening lines to invite your customer into a one-on-one conversation, how to cement the sale and confirm and invite the cus-

Videos



tomor back. Training ideas accompany the video.

A Sense of Style: Professional Presentation

Watch and listen to hostess Gigi LaFontaine and her assistant Sylvia introduce their talk show topic for today, "Professional Presentation". A Sense of Style is filmed in a studio talk show setting where you meet Brenda and Dirk. They demonstrate their expertise of what's good taste and what isn't while using the five senses of style. When it comes to dress retailers make an impression, positive or negative. "You want the impression to be favourable and professional. Professional presentation also includes having a professional attitude. Training ideas accompany the video.

Videos



CHRISTIAN BOOKSELLING ASSOCIATION OF AUSTRALIA INC

Books

Bookselling in Australia by Kevin Engel Australian. Suitable for Managers. Still relevant although becoming dated (e.g. no computer section, also changes of philosophy). Again a good resource for new folk or for those wanting to see what more they could be doing.

Manual on Bookselling American
Suitable for Managers. Excellent.

Independent Bookstore Design Planning & Design Store Layout Kit
Suitable for Managers (& staff to encourage a sense of ownership in the ministry). If some ideas to spruce up your store or are looking at setting up a new store this book thinking. Full of colour photos, technical advice and unusual ideas.



you are looking for
will really get you

Complete Christian Bookstore Personnel Tool Kit

(This is American so you would need to be aware of legal implications). CBA USA
Suitable for Managers All the tools you need for confident personnel administration are included here: six job descriptions and interview guides for typical bookstore positions, verification of previous employment record, employee information, employment performance evaluation record, supervisor performance evaluation record, employee problem/improvement evaluation, preliminary questionnaire for employment, and separation of employment document.

88 Tips & Ideas to Supercharge Your Exhibit Sales by Steve Miller & Carmel Bowden (W) USA Some worthwhile tips for wholesalers when approaching trade events.

CBAA Suppliers Directory

This Directory is supplied annually to members of CBAA. It is organised into several sections. A listing of overseas publishers by country and their Australian agents. An entry for each Australian publisher/wholesaler including key personnel, trading terms, publishers represented and types of merchandise. Supplied on microfiche film or printed format.

Instore Training Manual

Suitable for Managers & staff. This training tool is designed to provide a basis, with room to major in an area of particular interest to each employee. The manual includes a series of worksheets and practical applications. The worksheets are flexible so that employees can choose when to go in-depth on a topic and when to give the overview. Topics covered include Store Policies & Procedures, Store Services, Customer Service, Selling Skills & Product Knowledge.

Other Sources

CBAA Product List



Listing produced on CD-ROM and microfiche film of publication, music and video product available through Australian publishers and wholesalers. Updated every three months. Available only to members of the CBAA.

Don't forget that there are other sources for help with honing yours or your staffs' skills.

- Australian Institute of Management (W) runs training courses as well as special interest groups (especially relevant to Wholesalers).
- Retail Traders Association - runs training sessions as well as providing discounts with service providers, advice and also is active in rural areas provides a regular newsletter, Lobby Group, updates on rates of pay & public holidays and a correspondence course.
- Small Business Association - has a good resource library, once off "Starting a Small Business" seminar, ongoing advice and consultants.
- Your local T.A.F.E. or equivalent.
- Financial advisers or accountants often run various forms of talks or even "mentoring".
- Local Council.
- Local small business groups.
- Australian Booksellers Association
- CBAA for advice, referrals, other available training, convention information, consultants and information on opportunities to talk with others.
- Telephone book - for local organizations
- Retail Management Institute of Australia



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