



# EDELWEISS ADVANCED BUYING WORKSHOP

## Panelists:

**BrocheAroe Fabian (Sourcebooks, River Dog Book Company), Andy Holcomb (Fujii Associates), Alex Ness (McLean and Eakin), Justin Gold (Edelweiss)**

# SESSION GOALS

Learn about Edelweiss tools and features

Share and brainstorm ways Edelweiss can be used as a tool to improve store buying operations

Leverage Edelweiss as a tool for communication between bookstores and publishers

# SESSION OVERVIEW

How to use Edelweiss as a buying tool

How to use Edelweiss as a small staff

How to use Edelweiss as a large staff

Working with publishers on Edelweiss

Working with reps on Edelweiss

Questions & Thoughts

# SOLUTIONS FOR US, BY US

Edelweiss is an online digital platform and suite of services that allows booksellers to efficiently create orders, stay on top of new titles, access review copies, manage their inventory, and conduct targeted email marketing.

The screenshot displays the Edelweiss US Trade website interface. The top navigation bar includes links for Home, Publishers, Catalogs, Buzz, Review Copies, Reviews, People, Shelves, Tags, Orders, and Event Grids. A search bar is located in the top right corner. The main content area is titled "Most Viewed Catalogs" and features a grid of catalog cards. Each card includes a cover image, the publisher name, the catalog title, the number of titles, and the date added/updated. The cards shown are:

- HarperCollins | HarperCollins US Winter 2024 Adult Compilation**: 508 Titles, Date Added: Jul 21, 2023, Date Updated: Sep 8, 2023.
- Macmillan | Macmillan Publishers - Adult Only Winter 2024**: 686 Titles, Date Added: May 9, 2023, Date Updated: Sep 15, 2023.
- Hachette Book Group | Hachette Winter 2024 Frontlist Omnibus**: 809 Titles, Date Added: Jun 29, 2023, Date Updated: Aug 9, 2023.
- Macmillan | Macmillan Publishers - All Titles Winter 2024**: 1,010 Titles, Date Added: May 9, 2023, Date Updated: Sep 15, 2023.
- Penguin Random House | Penguin Adult Field Omni Spring 2024**: 483 Titles, Date Added: May 25, 2023, Date Updated: Sep 13, 2023.
- Simon & Schuster | Spring 2024 Simon & Schuster Adult Publishing Catalog**: 351 Titles, Date Added: Mar 24, 2023, Date Updated: Sep 15, 2023.
- HarperCollins | HarperCollins US Winter 2024 Children's Compilation**: 278 Titles, Date Added: Jun 26, 2023, Date Updated: Sep 12, 2023.
- Penguin Random House | Random House Adult Field Omni, Spring 2024**: 540 Titles, Date Added: Jun 13, 2023, Date Updated: Sep 14, 2023.

The interface also includes a left sidebar with navigation options like "Find Catalog or Publisher", "Newly Added", "Quick Access", "Customized", "Folders", and "Refine Results".



# CENTRALIZING DATA & CORE PRACTICES

The screenshot displays a web interface for a book catalog. On the left, there are several filter sections:
 

- Format:** Hardcover, Hardcover Paper over..., Hardcover Picture Book, Hardcover with dust ja..., Paperback.
- Language:** Not Specified, English.
- Publishing Status:** Active, Forthcoming.
- Product Availability:** Not Specified, Available, In stock, Not yet available.
- Price Range (USD):** None, \$0.00 to \$9.99, \$10.00 to \$19.99, \$20.00 to \$29.99, \$30.00 to \$39.99.
- Discount Code:** AHC, CBK, HC, LLD, LONG.
- Community Reviews:** No Reviews, Reviews.

The main content area shows a search result for **& Celadon Books**. The featured book is **The Manicurist's Daughter: A Memoir** by Susan Lieu. The title card includes the text: "FROM VIETNAMESE-AMERICAN ACTIVIST, PLAYWRIGHT, AND PERFORMER" and "A TRUE STORY OF FIERCE DETERMINATION, STRENGTH IN SHARED CULTURE, AND FINDING YOUR PLACE IN THE WORLD".

The book details include:
 

- Author:** Susan Lieu
- Status:** FRONTLIST | On Sale Date: March 12, 2024
- ISBN:** 9781250835048, 1250835046
- Format:** Hardcover with dust jacket
- Price:** \$30.00 USD, \$40.00 CAD
- Category:** Biography & Autobiography / Cultural, Ethnic & Regional / Asian & Asian American
- Specs:** 320 pages | Announced 1st Print: 75K | 9.3 in H | 6.1 in W | 1 in T | 1 lb Wt
- Status:** Forthcoming
- Goodreads:** 1 Much Level!

Below the main details, there is a section for **Images** showing various book covers. A yellow callout bubble with an arrow points to one of the images, containing the text: "Publisher provided title data!".

At the bottom of the interface, there are sections for **Summary**, **Contributor Bio(s)**, **Links**, **Marketing Plans**, and **Community Shelves**.

- ✓ Search frontlist & backlist catalogs from most publishers.
- ✓ Access the most complete title information anywhere.
- ✓ Communicate with your sales reps & create orders.
- ✓ Download review copies & access the power of the indie bookseller market at large.



One year FREE  
with new  
subscription!

# EDELWEISS Analytics BASECAMP TIER

The Basecamp tier of Analytics **feeds your POS data into Edelweiss**. This way, both you and your publisher sales reps can see how comparable titles have performed in your store. Having access to your sales and inventory history on comp titles facilitates **informed ordering decisions and saves you time**.

Your subscription also adds your POS data to the larger indie sales market data shared among Analytics users. Your contribution to Analytics' aggregate data supports the indie community and **strengthens the impact of the indie sales market within the publishing industry**.

Sold 6% On Hand 20% On Order 2%

Comparable Titles (3 Hidden)

Market:

Time Frame:  current month  2 months back  3  6  9  1

Titles / Author	Biblio	PubDate	ISBN	Price	S1	S2	S3	I1	I2	I3	LFS	LYS	OH	OO
Malibu Rising Jenkins Reid, Taylor	Ballantine Books Hardcover, Fiction	6/1/2021	9781524798659 1524798657	\$28.00 USD	49	41		31	34	189	67	-	-	▲
Malibu Rising Jenkins Reid, Taylor	Ballantine Books Trade Paperback, Fiction	5/17/2022	9781524798673 1524798673	\$18.00 USD	18	3	54	20		159	159	25	-	▲
Daisy Jones & The Six Jenkins Reid, Taylor	Ballantine Books Hardcover, Fiction	3/5/2019	9781524798628 1524798622	\$27.00 USD	13	8	8	10	10	52	-	-	-	▲
Daisy Jones & The Six Jenkins Reid, Taylor	Ballantine Books Trade Paperback, Fiction	2/4/2020	9781524798642 1524798649	\$17.00 USD	18	3	23	13	10	631	410	33	-	▲
The Seven Husbands of Evelyn Hugo Reid, Taylor Jenkins		6/13/2017	9781501139239 1501139231	\$30.00 USD	1	3		3	5	4	-	-	-	▲
The Seven Husbands of Evelyn Hugo Reid, Taylor Jenkins			9781501161933 1161938	\$17.00 USD	1	8	2	1	8	7	1772	1180	76	▲

Find Additional Comps Add title to Comp Titles



- S1: Sales 1st month after release
- S2: Sales 2nd month after release
- S3: Sales 3rd month after release
- I1: Average On Hand 1st month after release
- I2: Average On Hand 2nd month after release
- I3: Average On Hand 3rd month after release
- LFS: Lifetime Sales
- LYS: Last Year Sales
- OH: On Hand Quantity
- OO: On Order Quantity



# EDELWEISS Analytics SUMMIT TIER

Priced on a sliding scale based on your store's gross annual sales

### Most Popular Titles

Top 200 Titles across Indie Trade Retailers in the last 3 Months

### Most Popular Titles

This tool is designed to show you the most popular titles in your market, how you're stocked with those titles, as well as how those titles are actually performing in your store.

### Not Yet Released Titles

The *Not Yet Released* tool fully takes advantage of the aggregated data from you and your colleagues to create a crowd-sourced cheat sheet for titles that have not yet been published. This graph will take all on-order titles with a future publication date and filter to show you the titles that are most ordered by the most stores.

### Top Not Yet Released Titles

Top 200 Titles across Indie Trade Retailers • Pub Date: 5/17/2023 and later

### Stock Analysis

All Titles

### Stock Analysis

The *Stock Analysis* graph will quickly show you how your inventory is performing. You can view your entire inventory or use your filters to view smaller, targeted portions. Doing this analysis on a regular basis will make you a smarter and better-informed buyer and bookseller, as you'll have a much clearer vision of what actually moves.

### Catalog Analysis

The *Catalog Analysis* lane is a tool that allows you to view a publisher's catalog or collection through the lens of how many days a title has been on the shelf. This means that you can see within that grouping of titles how your store performed with each title, which titles you did not bring in, and view market data for all titles to see if you *should* have brought them in.

#### Lane Preferences

**Settings**

**Catalog:**

Posted:

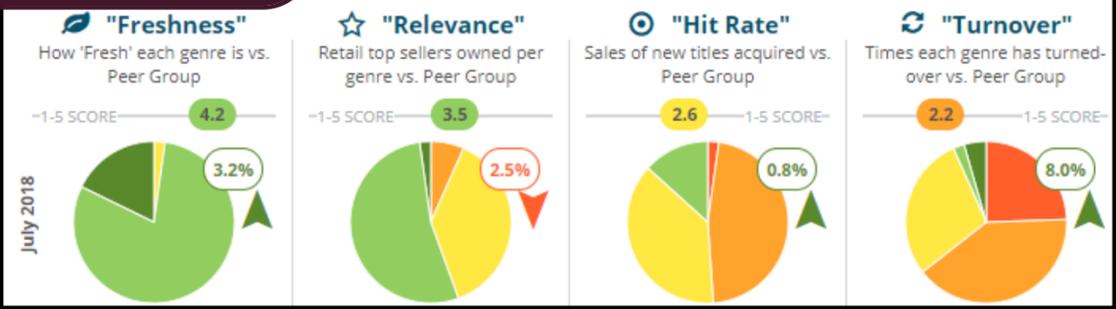
Market:

Time Frame:

Fresh < 90 < Stable < 360 < Stale

*'Shelf Days' is the combined number of days all copies of this title have been on the shelf with no activity*

## The Shelf Report



# EDELWEISS 360

# WAUCOMA BOOKSTORE

JENNY COHEN, CO-OWNER

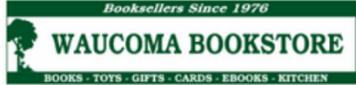
## GENERAL STATS

- Joined January 2020
- 304 Campaigns Sent
- > \$5k CCM Revenue
- 950+ Conversions
- 2,200+ Halos
- >3,500 Active Customers

Individual Recommendations  
May '23 Pre Orders  
Indie Next Kids List

## CAMPAIGN IDEAS & SUCCESS

Kids Books Recommended by Indie Booksellers



March & April Kids Indie Next List: Books Recommended by Indie Booksellers

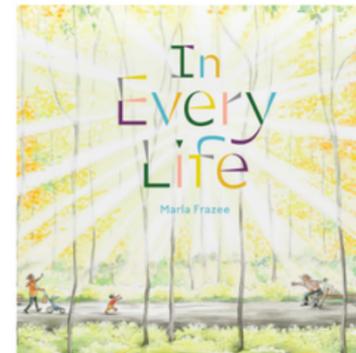


**The Moth Keeper**  
 By K. O'Neill  
 "A beautiful children's graphic novel full of wonder, magic, warmth, and a touching story about community, responsibility, and burnout. *The Moth Keeper* is a special book that readers both young and old will find humor and meaning in."  
 —Caleb Masters, Bookmarks, Winston-Salem, NC

Buy



Available Now



Available Now



# NOTEWORTHY TOOLS FOR BOOKSELLERS

## Tags

Anytime you want to create a list of like titles, Tags are the answer.

## Notes

Write something specific about a title for you, your store, or your rep!

## Filter & Refine

Get to the titles you need to quickly.

## Review Copies

Request, Download, & Review!

9. Counterpoint PNBA - Pacific NW Booksellers Association

**Thunder Song : Essays** ✖

Sasha LaPointe  
**FRONTLIST** | On Sale Date: March 5, 2024  
 9781640096356, 1640096353  
 Hardcover  
 \$27.00 USD, \$35.00 CAD  
 Biography & Autobiography / Cultural, Ethnic & Regional / Indigenous  
 Returnable: Y  
 DRC Added 50 Days Ago

256 pages  
 8 in H | 5 in W | 1.3 lb Wt  
 Status: Forthcoming  
 Availability: Not yet available  
 Sales Rights: [US](#), [Canada](#), [Open Mkt](#)  
 3 Much Love! 1 Community Shelves  
 Goodreads

**Suggestions**  
 PNW Booksellers   
 Carton Qty: 12

Content ▲ ▼+ Comps (11) ▼ Related (1) ▼ Refs ▼ Review Shelf Note Tags ♥

**Summary** ▲ ∞

The winner of the 2023 Pacific Northwest Book Award for her memoir, *Red Paint*, Sasha taq̓šablu LaPointe returns with a razor-sharp, clear-eyed selection of essays on what it means to be a proudly queer, indigenous woman in America today

Drawing on a rich family archive as well as the anthropological work of her late great-grandmother, Sasha taq̓šablu LaPointe explores themes ranging from indigenous identity and stereotypes to cultural displacement and environmental degradation to understand what our experiences teach us about the power of community, commitment, and conscientious honesty.

Unapologetically punk, the essays in *Thunder Song* segue between the miraculous and the mundane, the spiritual and the physical, as they examine the role of art—in particular music—and community in helping a new generation of indigenous people claim the strength of their heritage while defining their own path in the contemporary world.

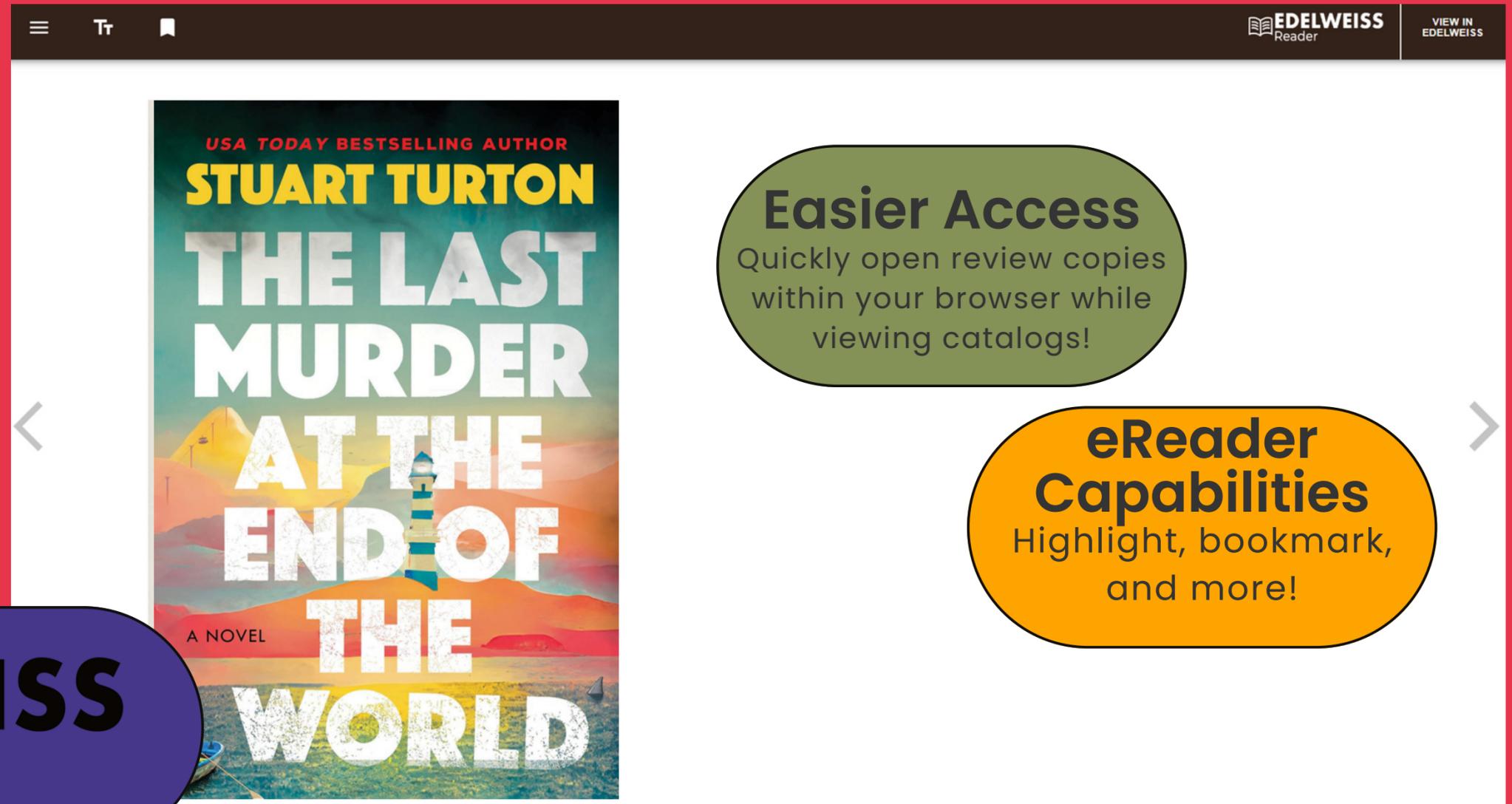
Story Locale:WA  
 Contributor Bio(s) ▼ ∞  
 Links ▼  
 Marketing Plans ▼ ∞  
 Key Selling Points ▼ ∞  
 Notes/Reviews ▼ ∞

Each of these tools can be found wherever you can view titles on the platform, most importantly, when viewing catalogs!



# NOTEWORTHY TOOLS

FOR BOOKSELLERS



## Easier Access

Quickly open review copies within your browser while viewing catalogs!

## eReader Capabilities

Highlight, bookmark, and more!



**EDELWEISS**  
Reader



**REACH OUT!**

[support@abovethetreeline.com](mailto:support@abovethetreeline.com)

[brochearoe.fabian@sourcebooks.com](mailto:brochearoe.fabian@sourcebooks.com)

[andy@fujiiassociates.com](mailto:andy@fujiiassociates.com)

**THANK  
YOU!**

Questions or clarifications needed?