



YOUR GUIDE TO SELLING SUBSCRIPTIONS

PART 1 – CASUAL CUSTOMERS

For HND Month, publishers are offering their best subscription offers of the year so there is a huge opportunity to turn casual purchasers into daily purchasers too! This guide gives tips on how to sell subscriptions to infrequent news readers plus lists offers available during the month.

1. Ensure all staff are familiar with offers

Most national titles are offering considerable savings. Any customer who occasionally purchases these newspapers should be made aware of discounts so all staff need to know of the offers. Emphasise to staff the offers are not just for existing or potential HND customers and will save customers money!

Offers for HND Month available on homenewsdelivery.co.uk:

- The Financial Times: 65% off 12 Months
- Daily Mirror/ Sunday Mirror: 7 Days at 6 Months half Price
- Daily Mail/ Mail on Sunday: 7 Days at 6 Months half Price; Weekends at 6 months half price
- Daily Express/ Sunday Express: 6 Months Half Price
- i/ iweekend: 6 Days at 6 Months Half Price
- Daily Record/ Sunday Mail: 7 Days at 6 Months Half Price
- Sunday People: 6 Months Half Price
- The Guardian/ The Observer: 7 Days at 3 Months Half Price; 6 Days at 25% off
- The Times/ The Sunday Times: 7 Days at 3 Months Half Price
- Daily Telegraph/ Sunday Telegraph: 6 months 29% off
- (Note The Sun Newspapers: 4 weeks free home delivery only)
- For offers on local titles in your area go to homenewsdelivery.co.uk

2. Have an opening line prepared for newspaper buyers when giving out leaflets

Make sure a leaflet is given to every News purchaser and mention relevant offer(s) for each particular customer. Something simple such as "Did you see the Daily Mirror offer? – half price for 6 months is a really good deal so you could save quite a bit! Have you had a newspaper subscription before?"



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continued:

3. Explain how subscriptions work

Tell the customer now is the best time to take out a subscription as they'll make a big saving.

Ensure you make it clear they can collect paper from any shop rather than have it Explain they'll pay in advance via the publisher and get vouchers to pay for their paper in return.

Mention the shop still gets the full cover price of the newspaper through the till.

Signing up is easy either online or by phone and they can cancel anytime they like.

4. Be ready for objections. The most common ones are below, with responses

- **“Too much hassle” – It takes just 5 minutes to sign up (if staff level allow, they should sign up in store)**
- **“Don't want to/ don't know how to sign up on-line” – Offer to do this for them or provide telephone number**
- **“Too expensive/ I don't buy every day” - If bought 3 times per week including weekend editions then customer will save.**
- **“I don't want to be tied in to long term offer”- They can cancel subscription from any time after offer period; it's very easy to cancel**
- **“What about when I'm away?”- Vouchers are valid at retailers including supermarkets across the UK. If abroad they can also view the paper on phone, tablet or PC**

5. If possible get customer to apply whilst in store.

It shouldn't take more than 5 minutes via the customer page at homenewsdelivery.co.uk so if a staff member is free they should either input details for the customer or be close by to aid the 'sign-up'.

If this is not practical and if customer is capable then you must provide the customer with a leaflet with the website details on, highlighting homenewsdelivery.co.uk

6. Follow up

Keep a note of all conversations and if you don't know if customer has signed up, ask them –either on their next visit to store or via a phone call – you should ask what start date they have and, if not signed up, is there anything you can do... you may have to overcome objections again.

Make sure you'll have sufficient supplies of the title – especially the case for lower selling titles or if you've had multiple sign-ups. Ask the customer if they'd prefer that you save a copy behind the counter.

7. As well as promoting in-store, provide delivery staff with flyers to fill in the gaps on their rounds plus check out HND month guides on canvassing!