



# YOUR GUIDE TO SELLING SUBSCRIPTIONS PART 2 – HOME DELIVERY CUSTOMERS

For HND Month, many publishers are offering their best subscription offers of the year and so both existing HND customers who don't have a subscription already and new HND customers there is a big saving available to them.

## HND Platforms

Publishers such as the Mail, Reach and The Guardian offer subscriptions with home delivery built into the price. If you are registered with these titles as a home delivery provider, anyone signing up to HND via the publisher's website will have their details and a start date sent to yourselves with payment taken by the publisher and then credited to you via Paperround.

The obvious benefit to being registered is not having to worry about payment from the customer. It's very easy for the customer too as payment for their paper and delivery charge is combined into one payment rather than dealing with publisher for purchase of subscription and then newsagent for using vouchers and settling the delivery charge.

If you are on a HND Platform, then you'll need to direct customers to the site and tell them to select your store. It's worth letting them know that you'll receive the full delivery charge and the full price of the paper as well as saving time on admin.

## How to sell an HND subscription if you are not on a publisher HND platform

If you're not on a publisher's HND platform, this does not mean you can't gain HND subscriptions as you'll be managing the delivery including charges yourself. The customer will still benefit by getting the discount a subscription offers.

### Remember to:

1. Have a home delivery offer such as free delivery for 2 weeks or 1 month at half price
2. Ensure all staff are familiar with publisher offers plus any delivery charge discounts
3. Have an opening line prepared for newspaper buyers to introduce offer alongside leaflet

Anyone buying a newspaper offering a subscription deal should be made aware of the promotion using leaflets.. Something simple such as "Did you know we're doing a home delivery offer?" is a good way to start the conversation or maybe "I see the Mirror are offering half price for 6 months, that's quite a saving and we can deliver too".

4. Explain how subscriptions work

Tell the customer that because of HND month this is the best time to take out a



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## **PART TWO – HOME DELIVERY CUSTOMERS**

### **continued:**

**subscription as they'll make a big saving.**

**Explain they'll pay in advance and get vouchers to pay for their paper in return and that they'll also be charged for delivery by the shop (with discount if you're doing one!)**

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

**Tell them signing up is easy and they can cancel anytime.**

**5. Be ready for objections. The most common ones are below**

- **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: We can do this for you or there is a telephone number for you to speak to someone**
- **Too expensive/ I don't buy every day: If you buy just 3 times per week including weekend editions then you'll be saving. You obviously enjoy this newspaper so why not get it more often anyway.**
- **I don't want to be tied in to long term offer: You will get the special rate for the offer period but you can cancel your subscription from any time after. It's very easy to cancel**
- **What about when I'm away?: Vouchers are valid at retailers including supermarkets across the UK. You can also view the paper on your phone, tablet or PC if you're abroad or can't get to a shop.**

**6. If possible, get customer to apply whilst in store.**

**It should not take more than 5 minutes via the customer page at [homenewsdelivery.co.uk](http://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 then you must provide the customer with a leaflet with the website details on, highlighting [homenewsdelivery.co.uk](http://homenewsdelivery.co.uk).**

**7. Follow up**

**It's very important to follow up on any interest from customers. Keep a note of all conversations and if you don't know if customer has signed up, then ask them and overcome any objections (as above)**

**The above relates to in-store selling of subscriptions with HND but see also the HND Month Guides to Canvassing for tips on leafleting and going door to door.**