

## Five Hints for Talking About Overseas Textbooks on Campus

1. Be prepared. Review the documents provided by NACS and carefully review your store's history with this issue. Also, don't forget to consider what your campus' position might be on this issue; what two or three points will most help others' understanding of the issue or gain additional support for your store?
2. Deflect the questions that you can't answer. You may be asked many questions that you don't know the answer to. That's okay. Simply promise to look into the issue further and then remember to share what you find out.
3. Use specific statistics and anecdotes to support your main discussion points wherever possible. The [FAQ on College Textbooks](#) provided by NACS contains a wealth of information on this issue that you can share with administrators and others. And don't forget that additional information is available on the NACS website at [www.nacs.org](http://www.nacs.org)., or might be accessed by a phone call to NACS staff. NACS collects a lot of data on the industry each year and you might have simply overlooked something that could benefit you now.

If you have them, don't forget to share anecdotes from your store that might help paint a picture of the impact this issue is having on your campus. Stories can help bring your points to life in a way that is often more memorable than statistics.

4. Focus your attention on communicating the solutions that will work best for your operation. Many stores are being asked to explore purchasing abroad, so be prepared to discuss your store's ability (or lack thereof) to purchase textbooks from overseas sources.
  - What will you need that you don't currently have (e.g. a credit card with a large line of credit)?  
Would you be able to achieve a significant level of savings or would the savings only be minimal?
  - Do you have the required manpower to facilitate this type of purchasing change? Would your staff need additional training and money to accommodate that?
  - Will a sufficient quantity of books be available?  
What will your pricing policy be?
  - How will you handle returns?
  - What are the possible ramifications you may experience?

Consider the obstacles that might be encountered, and be prepared to discuss the plan that will work best for your store.

5. Remember that you're playing on the same team. If you focus too much energy on having all the answers you risk appearing defensive, so remain open to new perspectives and focus your energy on how your store might contribute to them.

Also, remember to be inclusive. Involve students, faculty, and administrators in your discussions. Like you, your campus wants to support the academic mission of your school and its students in the best manner possible. Celebrate the store's involvement, and be sure to thank people for listening to your perspective.