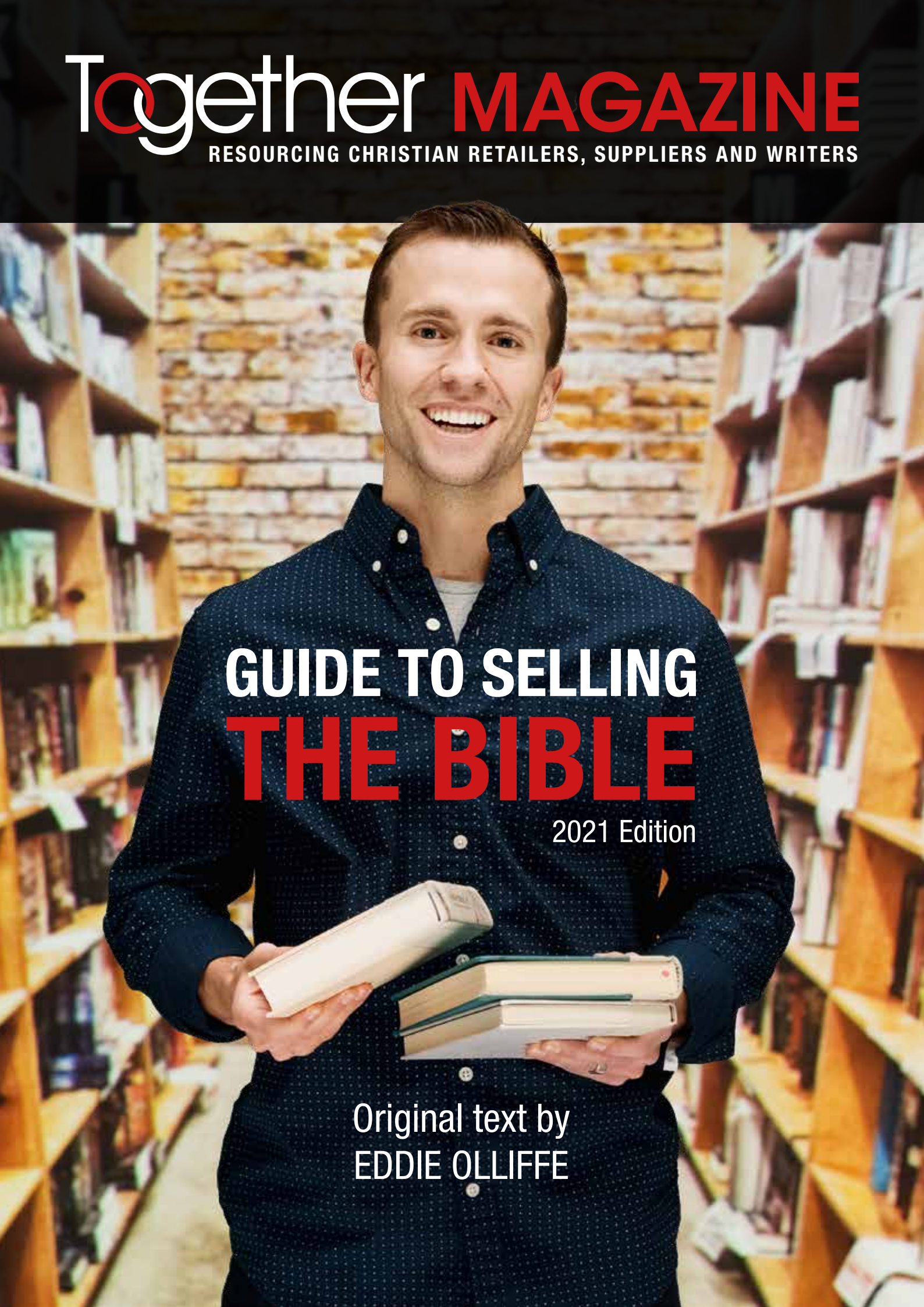


Together **MAGAZINE**

RESOURCING CHRISTIAN RETAILERS, SUPPLIERS AND WRITERS

A smiling man with short brown hair, wearing a dark blue patterned button-down shirt, stands in a library. He is holding several books in his arms. The background shows tall wooden bookshelves filled with books, and a brick wall is visible behind him.

GUIDE TO SELLING **THE BIBLE**

2021 Edition

Original text by
EDDIE OLLIFFE

1. Bible versions and translations

Asking “What Bible version should I read” is a little like asking “What car should I drive”?

Jack P. Lewis in *The English Bible* (Baker)

It goes without saying that, for Christian retailers, the Bible is our most crucial product line. I would go so far as to say that an extensive range of Bibles is what truly defines the specialist bookshop as Christian. This is the one area of the shop where we can stock lines in depth and be confident of a sale. A well-run, well-stocked Bible department will certainly give the Christian retailer the edge over W.H. Smith, Waterstones et al and indeed, over Internet retailers. Customers want to ‘touch and feel’ a variety of lines and receive unambiguous advice before they make a purchase. Sales of the Bible are usually of higher value, making them a more profitable line for the shop.

Bible sales continue to be extremely strong. Shops should be continually assessing whether they are taking the best advantage of this buoyant market. The number of versions, bindings and styles has increased exponentially in recent years. However, for customers, this may present a conundrum. The undertaking of purchasing a Bible can seem to be a daunting task. Staff training most definitely helps in this area and in this Bible guide, we will aim to cut through some of that mystery and provide shop-floor staff, both paid employees and volunteers, with a clear guide of to how best to present and sell this most unique and distinctive of books.

May I share with you at the outset, *I love selling the Bible*. For me, it has been the most rewarding aspect of my working life. One of my highlights of working in the Christian trade was a visit to the craft bindery of Cambridge University Press. Visitors were guided around the plant to study the process of creating a fine-bound Bible; a visit I still remember to this day. Much of the output was hand-finished by a skilled workforce, and some of the machinery still in use seemed quite ancient. We handled the special India Bible paper and the rather smelly leather skins. We saw the flat sheets being printed, folded and gathered. The speed at which the Bible sections were then manually collated was truly extraordinary. I remember the final book blocks being gilded using gold foil, before being ‘cased-in’. I recall there was a manual thumb indexing and leather lining process. That day spent in the bindery left me with the clear sense that the Bible is an incredibly special book and a privilege to sell as Christian retailers. Although Bible production no longer takes place in the CUP University Printing House, CUP are still printing Bibles of the highest quality.

Finding your way around over 300+ English Bible translations can be a very daunting task. Some customers know exactly what they want to buy, but others are unsure and may require assistance. An explanation of the specific options available is often welcomed.

Selling a Bible does need some understanding of the available versions. Which one is right for the customer and what are they themselves looking for – and why? We will deal with this aspect in section two, ‘Selling the Bible’.

There is probably no ‘perfect’ translation, all have their own strengths and weaknesses.

The various Bible translations seek to achieve a balance between the original text and its contemporary meaning and to reflect that our language is constantly changing. The challenge for the translator is to exchange the obscurity of the original languages for a faithful, accurate and readable English text. Every version has its own specific nuances.

Firstly, it is important to be aware that there are basically three main translation philosophies or methods behind each of our English Bible versions.

1 Word for Word (WFW)

This is taking *each word* of the original Greek or Hebrew text and substituting a specific English word in its place. This would apply to the KJV/AV, NASB, NKJV, ESV, NRSV and RSV.

2 Thought for Thought (TFT)

This is taking the *overall meaning* of the Hebrew/Greek phrase or sentence and recast it as an ‘easier-to-understand’ English phrase or sentence. This would apply to NIV, NLT, CEV and GNB

3 Paraphrase

This is often the *work of one person* and involves a looser and free flowing rendering of the original languages. This would apply to J B Philips, The Living Bible, The Message and The Passion.

The major English versions are grouped in this context – using these three translation methods – outlining their characteristics. It is worth noting that some of these versions seek to take a ‘balanced’ approach, combining the best of the WFW and TFT techniques. **This** would apply to the NIV and CSB.





WORD FOR WORD (or literal)

1611 King James Version (KJV) or Authorised Version (AV)

- 'Authorised' by King James I – the text is based in part on *Tyndale's Bible* of 1535
- It is an extraordinary fact that for 270 years the *KJV* had no significant rival at all
- Written in beautiful but often archaic 17th century language
- Probably the most widely known Bible in general society

Two revisions of the *KJV* subsequently were published – the *RV* in the UK and the *ASV* in the USA

1885 Revised Version (RV)

1901 American Standard Version (ASV)

In the 1950s and 60s, a small number of 'literal' revisions and translations were published, one of which is *The Amplified Bible*.

1952 Revised Standard Version (RSV)

- A highly accurate, word-for-word translation of the original texts
- Perceived as a controversial translation by some parts of the church
- Conservative in style and language
- Was a popular choice of schools up until the mid-1970s

1965 Amplified Bible (AMP)

- An expanded text with added synonyms (in parentheses) – superb for private study
- Based on the *ASV*. Abrupt sentence structures, making it not ideal for public reading

1966 Jerusalem Bible (JB)

- A response to Pope Pius XII's request for a clear and skilled translation
- Translated by Roman Catholic scholars (including J. R. R. Tolkien) at the *Ecole Biblique* in Jerusalem
- This was the first modern translation to include the deuterocanonical books (the Apocrypha)

1970 New English Bible (NEB)

- A 'pioneer' translation using contemporary idioms – a new era in Bible translation

1971 New American Standard Version (NASB)

- Highly respected with an extremely accurate text – excellent for study purposes
- Its formal style was less suitable for public reading
- An update in 1995 resulted in a smoother and easier reading style

The 'golden age' for 'Word for Word' Bible translation was the 1980s when a number of major translations were published:

1982 New King James Version (NKJV)

- Slightly more fluid in style than the *KJV*, updating some of its more 'difficult' language

- Highly accurate and very popular – it remains one of the better selling versions

1985 New Jerusalem Bible (NJB)

- Authorised for liturgical use throughout the Roman Catholic Church
- Includes the Apocrypha – and is used for serious Bible study by many non-Catholics

1989 New Revised Standard Version (NRSV)

- One of the first Bibles to comprehensively use inclusive and gender-neutral language
- A translation of choice for theological colleges and dignified for public reading
- The Anglicised edition was published in 1995 by Oxford University Press

1989 Revised English Bible (REB)

- A 'radical' revision of the New English Bible (now limited availability), using inclusive language consistently

There were no major *WFW* translations published in the 1990s with Bible translation migrating largely to the *TFT* methodology. It was not until 2002 that the *English Standard Version* was published. This version was slow to gain acceptance, taking over a decade to make its mark, but is increasingly becoming a popular choice for many churches and individuals.

2002 English Standard Version (ESV)

- A revision of the *RSV* – but theologically conservative and avoids inclusive language
- Highly literal and accurate – and reads extremely well in public
- The *ESV* is increasingly an important version for shops to stock in some depth

2014 Modern English Version (MEV)

- Currently being promoted as the 'most modern translation produced in the King James tradition within the last 30 years'. The last *KJV* revision was the *NKJV* in 1982.

THOUGHT FOR THOUGHT (or dynamic equivalence)

'Dynamic equivalence' translations started to appear from 1970 onwards with the advent of the *New English Bible*, which was the version used in English schools for many years. This was followed by the *Good News Bible* in the mid-1970s and then from 1978 the *New International Version* probably now one of the world's best-selling translations.

1976 Good News Bible (GNB)

- Simple and readable – previously known in the USA as the *Today's English Version (TEV)* and now as the *Good News Translation (GNT)*
- Traditionally popular in the schools and young person's market
- Has the 'Imprimatur' (seal of approval) of the Roman Catholic Church
- Renowned for its line-drawings by Swiss artist, Annie Vallotton
- The text was updated in 1994. New editions were published by Bible Society in 2018

Bible versions and translations

1978 New International Bible (NIV)

- Probably the best-selling version of the Bible in the UK today.
- Revised in 1984 (this edition is still sought-after by those disliking the 2011 revision), and
- Again in 2005 resulting in the *Today's New International Version* (TNIV) (now out of print)
- A major revision in 2011 using the more inclusive language style

1987 New Century Version (NCV)

- Best known in the UK as providing the text for the popular Youth Bible (Nelson) and for the bestselling *International Children's Version* (ICV)

1987 Easy-to-Read Version (ERV)

- Originally published for the deaf as *ERD* and then revised in 2004 to *ERV*
- Best known in the UK as providing the text for the *Authentic Media Youth Bible*

1995 Contemporary English Version (CEV)

- Designed to be *listened* to – written in contemporary and accessible language
- Great for the non-churching or for those with English as a second language (ESL)

1996 New International Reader's Version (NirV)

- The lowest reading level requirement of any English version
- Simple and short sentence structures, so ideal for children or for English Second Language (ESL) readers
- Gender inclusive language in the 1996 edition was removed from the 1998 revision

1996 New Living Translation (NLT)

- Probably one of the best-selling versions in the UK after the *NIV*
- In the style of the *Living Bible* – but a translation, and not a revision
- Avoids some theological terms that are not readily understood by modern readers and seeks to render these in colloquial English words or phrases
- Revised in 2004 with minor revisions in 2007, 2013 & 2015
- Small range of Anglicised NLT Bibles available from SPCK

2011 Common English Bible (CEB)

- Originated as a USA denominational co-operative publishing project
- It is a balance between the word-for-word and thought-for-thought versions
- An accessible version, ideal for teenagers and for personal Bible study

2017 Christian Standard Bible (CSB)

- An extensive revision of the *HCSB* (now out of print), the *CSB* is a good example of a version combining both translation methods
- Published by Holman Bible Publishers for the USA's Southern Baptist denomination
- Highly readable and accurate, coming from a conservative theological position

PARAPHRASE (or one-person translation)

“The Bible is the book of my life. It's the book I live with, the book I live by, the book I want to die by.” N. T. Wright

1958 J B Phillip's New Testament

- Still well loved – the *Four Prophets* published in 1963.
- There is no complete Old Testament text
- Currently only limited availability

1971 The Living Bible (LB)

- Idiosyncratic language version by one man, *Kenneth Taylor* – uses American English
- Superseded by the *NLT*
- Limited editions available

2002 The Message (MSG)

- Modern American English version by one man, *Eugene H. Peterson*
- Reads like a novel with power, passion, colour and noise; readers love it or loathe it!

2017 The Passion Translation New Testament (TPT)

- The work of *Dr. Brian Simmons*, a highly experienced Bible translator. Uses Hebrew, Greek and Aramaic manuscripts
- A time of writing, the New Testament plus some Old Testament books are available. The full Bible is not scheduled for completion until 2027
- A 'heart level' translation which aims to balance word for word and thought for thought

2018 The Bible for Everyone (BfE)

- Modern UK English version by two scholars, *Professor John Goldingay & Professor Tom Wright*
- The preface states, 'a translation, not a paraphrase' but less formal and academic
- Reads more like a paraphrase, with a sense of urgency and in clear, brisk English
- Uses gender-neutral language throughout when referring to human beings





A guide to reading levels – from easy to difficult



Reading Level	Translation	
3	New International Reader's Version	NirV
3.5	Easy-to-Read Version	ERV
3.9	International Children's Bible	ICV
4.8	The Message	MSG
5.4	Contemporary English Version	CEV
5.6	New Century Version	NCV
6	Good News Bible	GNB
6	Revised English Bible	REB
6.3	New Living Translation	NLT
7	Christian Standard Bible	CSB
7	Common English Bible	CEB
7.4	New Jerusalem Bible	NJB
7.8	New International Version	NIV
8	The Passion Translation	TPT
8	The Bible for Everyone	BfE
8	English Standard Version	ESV
8.3	The Living Bible	LB
9	New King James Version	NKJV
10.5	New Revised Standard Version	NRSV
11	Amplified Bible	AMP
11	New American Standard Version	NASB
12	King James Version	AV

Note: Reading level 3 is suitable for a young person 7 years of age and older. Reading level 12 is suitable for an average person 17 years upwards.

BIBLE SALES DATA

The percentage sales of each translation across all UK markets is difficult to accurately assess due to the way Bible sales are calculated differently by publishers, distributors, and retailers.

In the first issue of this guide in 2015 Bible sales data was provided by CLC Wholesale (now Kingsway CLC Trust) and Eden.co.uk. Back then the data showed the *New International Version* (NIV) was the most popular version with an aggregate percentage of 25%, a quarter of the UK market. The NIV was followed closely by the *New Living Translation* (NLT) at 16-20% of sales. For Eden, children's Bible sales in several versions come in third. The *King James Version* (KJV) averages 9-10%, the *Good News Bible* (GNB) around 8% and the *English Standard Version* (ESV) comes in at 7%, now matching the sales of the *New King James Version* (NKJV) at between 6-9%.

For this updated Guide Eden.co.uk along with the St. Andrews Bookshops and GLO Bookshop, Motherwell have provided us with the following Bible sales data, bestsellers in descending order:

Eden.co.uk	St Andrews Bookshops	GLO Bookshop
Translation	Translation	Translation
NIV	NIV	NIV
NLT	NLT	NLT
ESV	ESV	KJV
KJV	GNB	ESV
NKJV	NKJV	NKJV
NCV	KJV	GNB
GNB	Message	CSB
NRSV	Passion	NCV
Passion	Other	Message
Message		NASB
ERV		NRSV
Other		Other

Notes:

Eden.co.uk

The NIV, NLT and ESV make up the top third of Bible revenue.

The next third is shared between KJV, NKJV, NCV and Good News.

The remainder are other translations – NRSV, Passion, Message, ERV and other.

St Andrews Bookshops

The NIV followed by the NLT make up the highest percentage of Bible sales with the ESV and GNB ranking third and fourth.

Drawing on the information provided and acknowledging that there will be a margin of error as we aggregate the data, the indications are that the *New International Version* (NIV) has continued to hold its position as the most popular version with an approximate percentage of 25%, a quarter of the UK market. The NIV is followed by the *New Living Translation* (NLT) which remains at about 18% of sales. The *Good News Bible* (GNB) has increased to about 12%, probably a reflection of the new Bible Society editions. The *English Standard Version* (ESV) now comes in at 12%, exceeding the sales of the *New King James Version* (NKJV) at about 8%, while the *King James Version* (KJV) remains at about 10%. Despite the publication of several new versions, the percentage sale of 'Other' Bibles is similar to 2014. This indicates that this segment of the market has become more crowded without necessarily taking market share from the main translations.

There is always a variation in the way that different companies present their sales figures, particularly in children's Bibles. However, in 2015, Eden.co.uk placed children's Bibles in several versions as their 'Number Three', which gives an indication of the importance of this market. Given the buoyancy of children's books in the general trade in recent years, it is likely that sales of children's Bibles will continue to increase in importance to the Christian bookshop.

"Nobody ever outgrows Scripture; the book widens and deepens with our years."

Charles Spurgeon

2. Making the Sale

“So now the Scripture is a light, and shows us the true way, both what to do and what to hope for. And a defence from all error, and a comfort in adversity that we despair not, and it fears us in prosperity, that we sin not.”

William Tyndale (born 1494, executed 1536)

Selling the Bible is the one area of bookselling where the Christian retailer can engage in a measure of specialisation and expertise. It is right at the very heart of what we do. It is our key distinctive, sometimes described it as a ‘sacred trust’. If we get the focus right, then it can also pay dividends for sales. Even the largest general bookshops carry only a small range of Bibles, and therefore this is an area where the Christian bookshop can provide a unique service to the customer. Of course, to do it well requires a good deal of knowledge and training on the part of staff.

Bible sales are a vital part of our overall business, and therefore the knowledge of versions, typefaces, styles, and bindings should be accessible to shop floor staff in an easy and systematic way. It is therefore advisable for all shops to introduce a comprehensive training programme for staff to have a good working knowledge of Bibles so that they are equipped to give the correct customer advice. This is not difficult, but it does need a process for learning the various aspects of ‘making the sale’.

Purchasing a Bible can be a daunting process for some customers who may have little knowledge of the vast range of Bibles available. It is our task to ensure that we recommend and sell a Bible that suits the customer, and which is the right one for that person’s needs. To determine what will be the most suitable for the customer, it will be helpful to ask a few basic questions.



Useful tip

Do not start with the price. Why? To do so is both misleading and potentially limiting for the customer. First, it is best to establish exactly what their requirements are before moving finally to price.



Questions to ask your customer in a helpful sequence:



Question 1: Do you have a preference of Bible version?

Establish with the customer if they are purchasing the Bible for themselves or someone else and then ask if they prefer a traditional translation in older English or a modern English version.

If they are not sure about the version, it is worth asking which Bible they use in their own church, or if they have had a translation recommended.

Some customers will know exactly what they want, but others maybe unsure and appreciate guidance. Help customers to feel at ease. Be confident in your own knowledge of the Bible ranges available but be careful not to overwhelm them with too much information.

Finding your way through the torrent of English translations can be daunting. The customer may require detailed explanations, and again it is the skilled salesperson who can guide them to the Bible that is exactly right for them. Of course, some people have their own favourites and any choice of a Bible is intensely personal.



Question 2: What sort of Bible do you want to buy?

The type of Bible required will depend upon the customer’s reason for buying it – is it a gift, is it for personal reading, or study use, or is it for a special presentation or occasion?

There are essentially **FOUR** categories or classes of Bibles:

■ Text Bibles

These contain only the biblical text and do not include any references or footnotes. *Red letter* Bibles include the words of Jesus Christ printed in a red typeface.

■ Reference Bibles

These contain *references*, usually in a centre column, but sometimes at the edge or bottom of the page. References guide the reader to similar verses, passages, or subjects. *Thumb Index* Bibles have page-cut indentations which help the reader find the individual books of the Bible more easily.

■ Study and/or Devotional Bibles

These include study notes, maps, introductions, and outlines of the books of the Bible, as well as a *concordance* with full references to the major words and themes of the Bible. Some study Bibles have become known by the name of the compiler, e.g. *The Scofield Bible* or the *Ryrie Study Bible*. *Devotional Bibles* are really two books in one, containing thoughts and prayers to assist with personal meditation.



■ Specialist Bibles

These can include white christening and white brides Bibles, lectern Bibles, pew Bibles, children's, and youth Bibles, loose-leaf, wide-margin, parallel, large print and self-pronouncing Bibles. There are also Bibles which include the deuterocanonical books or the Apocrypha. More recently, journaling Bibles with lined margins or pages have become popular, as have Bibles with line drawings for colouring in.



Question 3: What quality of paper and binding are you looking for?

Bible paper

As the Bible contains four times as many pages as an ordinary book (and three quarters of a million words), special paper must be used for its production, or otherwise the finished book would be far too bulky. This type of paper is both thin and strong, slightly tinted and with good opacity. Best quality *India paper* (originally made from imported Indian hemp) gives around 1600 pages to the inch, whereas the more common and economic *Bible paper* equates to 1200 pages to the inch. However, Bible paper is much easier to turn than India paper.

Binding materials

The most inexpensive Bibles are *paperback* or *limp bound* editions with a flexible paper cover. These are followed by the relatively inexpensive *case bound*, *cloth* or *hardback* Bibles.

Better bindings in ascending order of quality are:

- Imitation Leather
- Bonded Leather (produced from leather off-cuts)
- Sheepskin Leather or French Morocco
- Berkshire Leather (pigskin!)
- Calfskin Leather
- Goatskin or Real Morocco

The more superior the quality of binding, the more long-lasting and luxurious the Bible. All quality Bibles have *gilded* or *silvered* edges (usually metallic foil), and when closed, these should show as a solid, smooth metallic and reflective surface.



Useful tip

We accept quality comes at a premium price; this is also true for Bibles. Avoid the use of words like, "expensive". Don't assume money is a factor in the purchase.

Binding Styles

there are **THREE** styles of binding:

- **Regular binding** The cover is cut flush to the pages as in an ordinary book.
- **Yapp or semi-yapp** The covers have a small overlap extending beyond the page edges in order to offer protection to the Bible.
- **Snap-flap, elastic closure, or zip** These allow the Bible to be completely closed and protected from soiling and everyday wear.

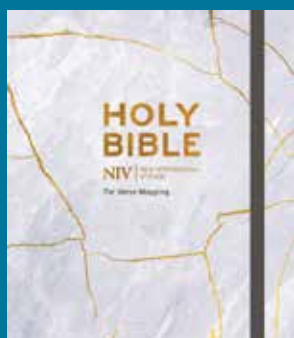


Have you signed up to the NIV Stockist Scheme yet?



Did you know NIV Stockists receive:

Extra discount across the NIV range • Three exclusive promotions throughout the year
Premium point of sale, free of charge* • Regular updates and sneak previews on new releases



For more information on the scheme or our latest Bibles please contact
emily.short@hodder.co.uk

*Previous years have included perspex display boxes, branded tote bags, tea towels and more

Making the Sale



Question 4: What size of print is the most applicable for you?

The question that every bookseller anticipates and then laughs about with colleagues afterwards is: “I’d like a *VERY* small Bible, but with *VERY* large print”! Of course, this elusive combination is an oxymoron, and so we try our best to accommodate the customer’s wishes as best we can. The American Bible versions make our job even more difficult by promising GIANT print, which is everyone else’s ‘Large Print’ when you open the box to show them!

The size of typeface determines the size and bulk of the Bible, and so will be strictly related to the customer’s requirements. Generally, the smaller

the Bible, the smaller the print though a clearer typeface may allow a compromise between the Bible size and the print size. Does the customer want a Bible that is easy to carry or one that is easy to read? The best way of handling this is to let the customers see for themselves.

Small bible, small typeface
Compact or small Bibles 6 -7.5 pt

Medium, standard typeface
Standard or pew Bibles 9 -10pt

Large bible, large typeface
Large or giant print 10.5-14/16 pt

Print Size	Text Sample
5 pt	The Word of God stands forever.
6 pt	The Word of God stands forever.
7 pt	The Word of God stands forever.
8 pt	The Word of God stands forever.
8.5 pt	The Word of God stands forever.
9 pt	The Word of God stands forever.
9.5 pt	The Word of God stands forever.
10 pt	The Word of God stands forever.
11 pt	The Word of God stands forever.
12 pt	The Word of God stands forever.
12.5 pt	The Word of God stands forever.
13 pt	The Word of God stands forever.
14 pt	The Word of God stands forever.
16 pt	The Word of God stands forever.
18 pt	The Word of God stands forever.
24 pt	The Word of God stands forever.

This document is intended as an approximate guide, and therefore the precise size of the text may vary according to the typeface used. The typeface used in this example is Times New Roman.



Question 5: What price range are you considering?

This is the *last question* to ask the customer, after having fully ascertained their Bible requirements. You will be in a much better position to recommend the correct Bible in the right price range after finding out exactly what they are looking for. The danger of asking this last question too early is that the customer generally has no understanding of what they are looking for. A good example of this is someone coming into the shop looking for a traditional white wedding or christening Bible, who may then end up leaving the shop happily clutching a leather-bound modern version, which could be far more appropriate for the ultimate reader, and better for the finances of the shop.

When it comes to Bibles, never assume that the customer necessarily knows what they want! But it is always helpful to get a Bible into the customer's hand as soon as possible, as you will be able to gauge by their reaction whether this is the kind of Bible they are thinking about.

Five Steps to Good Bible Sales

- What version are they looking for personally or most suitable for the end-user?
- What type of Bible or category are they looking for – i.e. journaling?
- What quality of Bible, to paperback to genuine leather?
- What size of print?
- and finally, price



CAMBRIDGE *Bibles*



www.cambridge.org/bibles

The Cambridge Bibles story began in 1591, with a printing of the Elizabethan Geneva Bible, followed in the next century by early editions of the KJV.

Today Cambridge publishes the Bible in ten versions, with language ranging from the traditional English of the KJV to the modern idiom of contemporary translations such as the NLT and ESV.

They come in a variety of styles and bindings from practical hardbacks to fine calfskin and goatskin – all produced to the highest standards of craftsmanship.



CAMBRIDGE
UNIVERSITY PRESS

Making the Sale

In-store Bible department

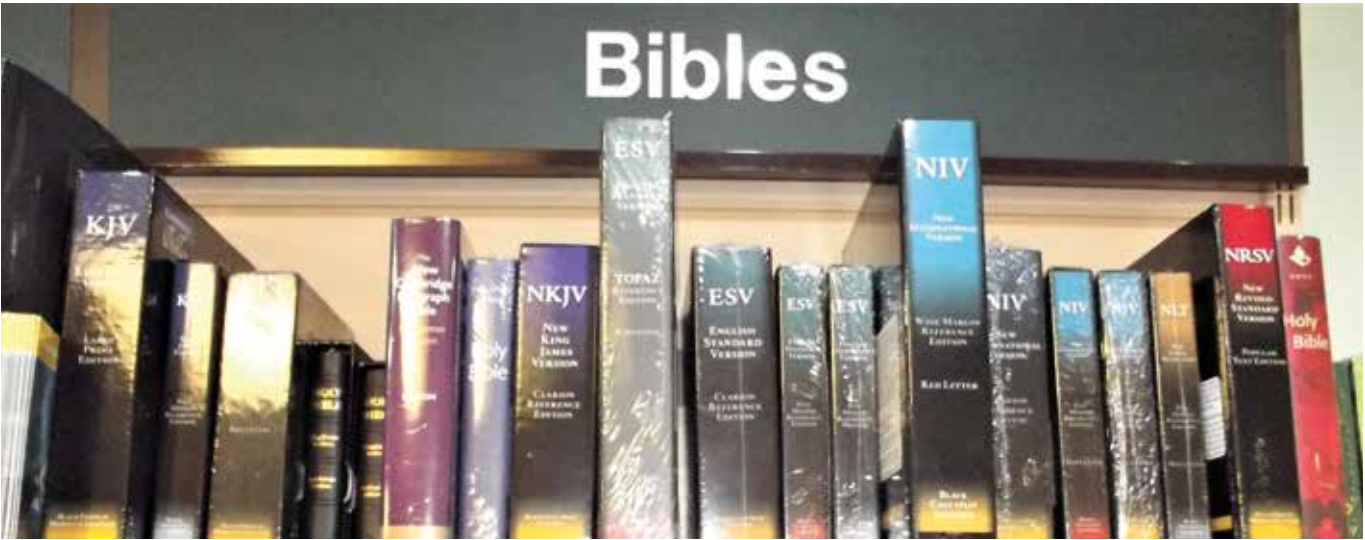
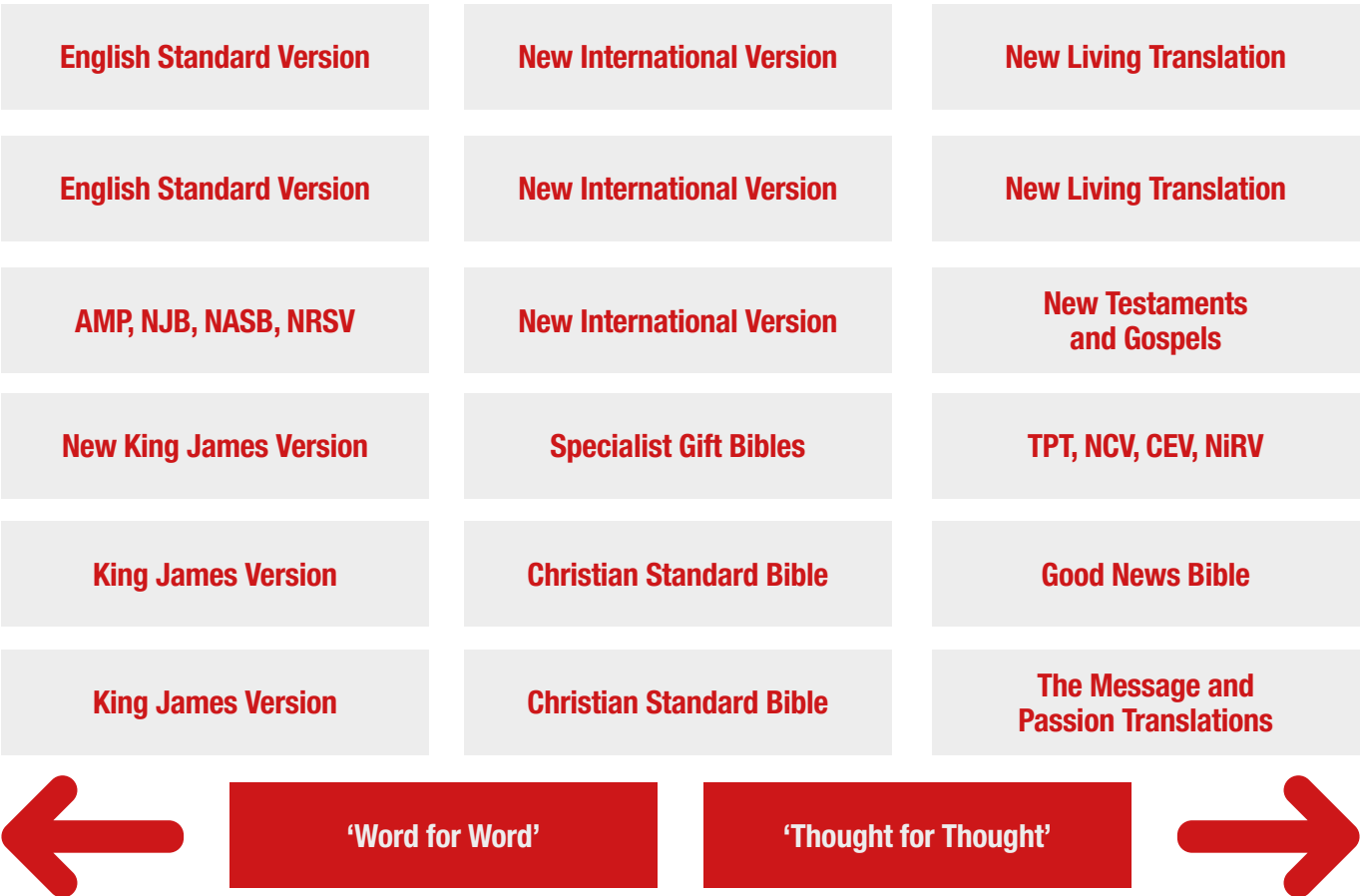
A good Bible department needs to incorporate:

Clear layout

How easy is it for customers to view the Bibles in your shop? Is the signage clear? How well organised is the stock? Does the layout make sense to a customer if there is not a member of staff there to assist them? Are the bestselling translations at eye level? Is the correct amount of space given to the bestselling translations?

Below is a planogram on how you could layout a three-bay Bible section in your bookshop.

Suggested Bible Department Layout





A broad and comprehensive stock range

Do you know the bestselling Bibles in each of the translations? Are the bestsellers always kept in stock? Do you have a core range in each of the translations?

Bestsellers and promotions

When there is a Bible that sells particularly well in your shop why not regularly promote it. Alternatively feature different translations throughout the year. All this will create added interest in your Bible department and will increase sales.

Children's Bibles

Do not forget children's Bibles as these are always amongst the bestselling lines. If space allows display the children's Bibles next to or near your main Bible section. Also include children's Bibles in your Kid's Corner of the bookshop.

Knowledgeable staff

Ongoing in-store training is the key to success in making the sale. Catalogues and online resources are excellent ways of enhancing product knowledge. These can all be obtained on request from the Bible publishers and are ideal for use in staff training.

USA spellings

Please note: Bibles that originate in the USA invariably use the American spelling of some words, for example "Savior". This is not usually an issue to most people when purchasing a Bible as they are looking for the overall presentation however it is something to be aware of. Translations this would refer to include – NASV / NLT / CSB / The Message.

10 Proven sales ideas to use in your Bible department



1. Find out which Bible versions are in use by each of your local churches
2. Create more space and shelving for the display of Bibles – this will pay off
3. Display your top-selling Bibles face-out so that people can see them easily
4. Place children's Bibles in the children's area as well as in the Bible department
5. Keep high value quality bindings in stock – this too will pay off
6. Keep quantities in stock of the better sellers
7. Be prepared to browse websites for the customer – you cannot stock every edition
8. Promote Bible reading notes and daily devotionals within your Bible department
9. Use different Bible translations as part of your staff devotions
10. Promote the 'Bible on Audio' in your Bible department

Publisher stockist schemes to take advantage of

Several publishers offer stockist schemes which shops can consider taking advantage of. Usually, the shop commits to keep a certain number of lines on their shelf (core stock) and in return various benefits are offered. These may include extra base discount, special offer lines and inclusion in their online stockist list.

Cambridge Bibles

Contact Cambridge Bibles sales team – 01223 325566

Hodder Faith (NIV Bibles)

Contact Hodder Faith sales team – 020 3122 6074

Additional training resources

Tyndale House Publishers – *Effective Bible Selling Course (online)*
<http://sites.tyndale.com/bibletraining>

HarperCollins Christian Publishing – *Bible Training Portal (online)*

<https://bibletraining.harpercollinschristian.com/catalog>



Useful tip

An excellent training guide for all staff that is easy to use and understand is the '*Bible Translations Comparison*' published by Rose Publishing (ISBN 9781596361331)

Other helpful websites and resources

Foreign Scriptures

Bibles in other languages (*including editions in the original languages (known as diglots)*)

Bible Society – search their shop with the language you are looking for:
<https://www.biblesociety.org.uk/products> and order via Marston

Kingsway CLC Wholesale – search the wholesale website with the language you are looking for: <https://clcwholesale.com>

Both Ingram Ipage trade website and Christianbook.com have excellent 'Bible Search' functions that can assist in narrowing down the wide choice available. If an ISBN can be located on there, you can then search UK suppliers to see if the title is currently available.

<https://ipage.ingramcontent.com/ipage/product/search/br2000.action>

<https://www.christianbook.com/apps/finder?type=Bible>

R. L. Allen Bibles Direct – *Superb Range of Quality Bible Bindings*
<http://www.bibles-direct.co.uk>

Sales Representation

A good source of information on Bibles will come from the sales agents from the various publishers and wholesalers. They are working with new and different ranges all the time and can often make excellent suggestions and advise on availability.

The Guide to Selling the Bible written by Eddie Olliffe was originally published in 2015. This updated version includes new material from Andrew Lacey. Photos courtesy of GLO Motherwell.

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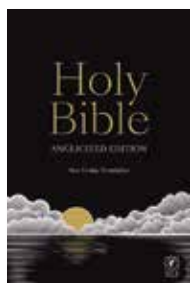
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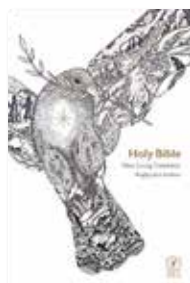
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