

# Sales and Sell-Through: January 2007

Dear Bookseller:

As we move into the highest returns portion of the academic selling cycle, could you please supply us with the base information regarding sales and sell-through during the past January rush period?

(1) Comparing year over year, were sales higher or lower this January (by what percentage)?

Higher  Lower Percentage \_\_\_\_\_%

(2) Comparing year over year, was sell-through to enrolment higher or lower this January (by what percentage)?

Higher  Lower Percentage \_\_\_\_\_%

(3) How has sell-through effort by your individual sales reps been semester over semester?

Better  About the same  Less  None

Thank you,

**Jeff Snook**

National Channel Manager & Custom Publisher

McGraw-Hill Ryerson

Higher Education Division

Telephone #: (905) 430-5034

Fax# 1-800-504-7764

Cell #: (905) 439-1868

E-Mail: [jeffs@mcgrawhill.ca](mailto:jeffs@mcgrawhill.ca)

