



You know the benefits of attending the Super Regional Meeting & Buying Show and the positive impact it can have on your store. But how do you convince your boss, who may not be completely aware of your needs and how the Super Regional can meet them?

Your boss is more apt to approve attendance at the Super Regional if he/she understands how your school and store will benefit and how little it will cost. Here are a few suggestions for obtaining approval:

- Review the program. Focus on the sessions that will address your school or store's current issues or plans for the next year or two.
- Prepare an estimate of the costs. Include the registration fee (which remember is per store NOT per person), mileage, hotel, meals and miscellaneous expenses. (Register early and save money!)
- Identify cost savings your store may have from taking advantage of Show Specials or implementing just 1 new idea you obtained from sessions or networking at the Super! Can you really afford not to attend???
- Identify a back-up person or procedure to ensure coverage during your absence. Perhaps you can ask an assistant to pitch in. Coverage might be handled better by frequent telephone calls to the office. Develop a strategy to handle important business while you are away.
- Seek approval now! An early request shows that you are a careful planner and you may be able to take advantage of reduced registration fees. In addition, if any questions are raised, you will have time to deal with them.
- Put your request in writing. Include benefits to the school and store, the information you expect to gain, and how it relates to the school's plans.
- Sometimes it's better to ask in person. When asking in person, be sure to have the schedule available for your boss to review. The Super Regional program is quite impressive. Use it as a selling tool.
- Ask your boss what he/she thinks you might benefit from at the Super. Be sure to get their input and a sense of their priorities before going.
- If you have already attended in a previous year and learned something of particular value, remind your boss. If what you learned provided a cost savings, be sure to mention the amount.
- Follow up in a reasonable time. A gentle reminder or an offer to discuss the Super Regional may lead to approval.
- When you attend the Super, be sure to bring back vendor information. Share the information with your boss and fellow bookstore staff as appropriate.
- After attending the Super, make sure to share at least one thing you learned or new thing you saw at the Super with your boss and staff/coworkers.

A request that considers the school's needs, the Super Regional's benefits and cost estimate stands the best chance of being approved.