"How to Win at Edelweiss"

a workshop with Beth Wagner & Maureen Karb

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Refining Your Set-Up

- Make Edelweiss work for you! Check your preferences periodically to see what new features have been added. Click the Tool icon next to your name in the upper right corner to get started.
- Customize your landing page with widgets. New widget options are added regularly. Click the "Add Widget" button to see what's new.
- Familiarize yourself with the various buttons on Edelweiss. Take a few minutes to scroll over them/click them. You won't break anything — and you'll be surprised at everything you can do!
- Use the "Other Actions" button from within a catalog to control what you see.
- If a publisher uses too many comps, click the "Show Only Highlighted Comps" button. If there are NO highlighted comps in your rep's mark-up, but your rep is usually on top of it, click the button, click away from the window, and then go back and click again.
- If your internet is slow, hiding certain elements (like illustrations) can help with load speed.

Tags & Notes

Tags are visible to everyone at your store. You can also choose to make tags visible to your publisher contacts. To mange your tags, click the "Tags" tab and choose "Tag Options." You can merge, rename, delete, or share.

Tags are incredibly versatile. You can use them to:

- Highlight titles to feature on your website or in your newsletter
- Easily create collections by subject (holidays, events, etc.)
- Track ARCs to request
- Flag titles on an order requiring extra attention

For best results, keep your tags short! Use notes in conjunction with tags if you need more space.

Notes are always visible to and editable by all Edelweiss users at your store. Consider signing your notes; otherwise, it can be unclear who created it.

To get started, click the little pencil underneath a title in a catalog or on an order. If you want your sales rep to see a note, be sure that the "make visible to publisher contacts" option is selected.

Notes have several uses:
- Let your rep know the status of an order by leaving a note on the first title in a catalog
- Ask questions about specific titles
- Tell a store colleague about an exciting title

At your appointment, you can filter for your notes. In a catalog or order, under the "Refine Results" panel, choose "Notes" ("Markup Notes" are the rep's notes; the Notes section you want is farther down) and you have a quick list of titles to focus on.

Organizing Catalogs

It's easy to lose track of your markups in Edelweiss. Create folders to tame the chaos. Folders are functionally similar to title tags. Add a folder widget to your home page for fast access.

Open a catalog and in the sidebar, then click "Folders." Type in your folder name. If you have existing folders, folders will be suggested, otherwise a new one will be created. A catalog can be in multiple folders, so use as many as you need.

Add the "Notifications" widget to your home page. Tag your catalogs as you receive notifications from reps, even if your appointment is months out! No more forgetting those add-ons catalogs.

Ideas for folder organization:
- By sales rep (especially good for independent sales reps!)
- By publisher
- By buying season
- By status (upcoming, in progress, completed)
- Add ins
- Promos

Help!

A number of Edelweiss issues (slowness, elements not loading) can be resolved by quitting and restarting your browser and/or clearing your browser cache:

- **In Firefox:** Options>Privacy & Security> Clear History
- **In Chrome:** Settings>Advanced>Clear Browsing Data

You can also tell Edelweiss when there is a problem by e-mailing support@abovethetreeline.com. They also accept suggestions for how to make your Edelweiss experience better.

Edelweiss also has a number of educational documents and webinars:

- **For booksellers:** http://help.edelweiss.plus/?article_category=bookseller-help
- **For reps:** http://help.edelweiss.plus/?article_category=sales-reps