

Written by Deb Lewis

Penguin's Business-to-Business Advantage Program

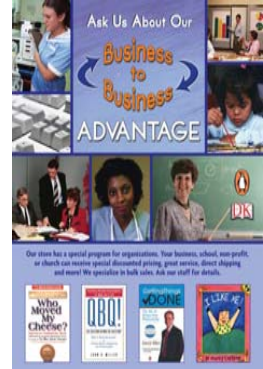
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**PENGUIN GROUP (USA)**

*Bridging the Gap Between  
 Booksellers and Businesses.*

**www.penguin.com**



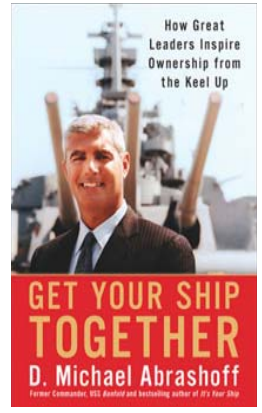
**"It's Not Work, It's Network!"**

Put Our New Easel Up Front By the Register and Encourage Your Customers To Bring Their Book Buying Needs to You!

**Spreading the Good News**

Do you know someone who would benefit from receiving our next Business-to Business newsletter or suggestion box? To add someone to our mailing list or to be notified of an upcoming B2B seminar in your area, please e-mail Deb Lewis at deb.lewis@us.penguin.com.

- Upcoming B2B seminars this year are:**
- Chicago—March 14th
  - Philadelphia—July
  - Kansas City—August
  - Atlanta—September
  - St Paul—October
  - Los Angeles—November
- I hope to see you there!**



**How to Inspire Your Employees to Take Ownership Of Your Business and Make It Thrive!**

Get Your Ship Together is an appropriate B2B title for any size business. In this book, former US Navy Commander Michael Abrashoff distills the leadership lessons of some of the most successful commanders in all arms of the US service and translates them into meaningful principles that can be used by any business to motivate, inspire and get results under pressure. Abrashoff himself attracted world-wide attention for turning around a struggling ship, the USS Benfold, and his experiences became the subject of his previous bestseller, It's Your Ship. In Get Your Ship Together, Abrashoff teaches business owners how to:

- Make a contract with your people and honor it
- Develop your subordinates better so you can buy back a little quality of life
  - Conduct the battle on your own terms, not those of your adversary
  - Always put the mission and the team ahead of yourself
  - Don't just accept change—create it.

Read and share this inspirational story with fellow business owners in your community—you will be glad you did!

Penguin Group (USA) Inc.

**The Business of Business-to-Business Sales**

**Jan., 2005**

**Published every 3 months**

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**Your January Suggestion Box is Here!**

A shameless self-promoting editorial by Deb Lewis:

New year....new way of doing business. By now most of us have looked over 2004 thoroughly and decided what we liked and did not like about the past year. Industry watchers are telling us in general independent bookstore sales for the holiday season of 2004 were generally flat, or slightly up. What about you? What will you do differently for 2005?

you are offering your customers. Or, as we are finding to be a very successful strategy, you can pursue business-to business sales. Business- to- business allows you to offer extra product without increasing your inventory and it allows you to capitalize on the connections and customers you already have in your community. Why not make the decision to invest in your future today—let B2B help your business grow. Ask your sales rep about our new B2B products for 2005. We have great new display items and new sales materials to help you get started. Make 2005 the year you proactively look for sales and they will come to you!

- Our box is just full of B2B goodies this month! You will find:
- Two wonderful books for Young Readers that are perfect for B2B Graduation use:
- The Night Before Kindergarten by Natasha Wing and I Knew You Could from The Little Engine That Could Series.
  - A perfect book for any local business large or small: Eight Habits of the Heart by Clifton Taulbert
  - Communicate Clearly - a must-have book from DK's successful Essential Managers Series and
  - Get Your Ship Together by D. Michael Abrashoff, author of the business bestseller on leadership It's Your Ship.

Share them and get your B2B sales started today!

**B2B DO'S AND DON'T'S**

As the program has grown over the last year, we have had some great questions come up about the program and how it works. Here are some of the most asked questions answered:

1. Can I combine titles to make the 25 book minimum? No. Bulk sales are 25 or more units of a single title.
2. Can I offer expedited (2nd day or next day) shipping? Yes, but we will add that cost on to you—our free shipping is for ground shipping only.
3. Can I ship the books to my store and have the customer pick them up? Yes, and hopefully they will buy more than just their order once they walk through the door!

**How can I start my Business-to-Business program?**

Finding time to grow your business is difficult, but here are a few quick tips to get started:

- Open your B2B account with your Penguin rep to be ready to go.
- Advertise that you provide discounts for bulk sales in your newsletter, on signage around the store, and on your web site.
- Make sure your staff knows that you offer discounts for business, schools, nonprofits and church groups giving the books away.
- Send a hand-written thank you note with each order—you'll see more!

## Let A Display Do the Selling For You!

One of the easiest ways to jumpstart your Business to Business sales is to have an in-store display dedicated to your Business-to-Business efforts. Letting your customers know that you offer bulk discounts on quantity sales is key to your success. Do you advertise this service on the signage in your store, in your newspaper ads, radio ads, on your web site, and in your newsletter?

Now, thanks to 2 new products we are offering this season, making your in-store B2B display couldn't be easier. Our sales reps are offering 2 new starter kits available only this season—and discounted at 70% off. Our first kit—Penguin

Group (0399199004), contains 20 sample books of our hottest B2B titles, an easel back for the store and a suggestion sheet for targeted solicitation. Our second kit—DK Publishing (0756613280) contains 10 of DK's best B2B titles, signage and selling materials. Both kits can be ordered through your sales rep or by calling 800-847-5515, orders must



Our B2B Starter Kit Makes It Easy To Build An In-Store Display—Order Your Kit Today!

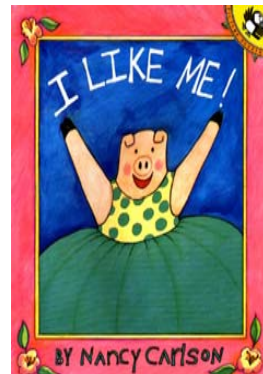
be received by 3/1/05. Don't miss out on this fabulous one time offer! Do you know who is shopping in your store? A monthly business card drawing is an easy way to collect the business cards of your regular customers- and we are happy to supply books to be prizes for your drawings. Once your database is made, those folks are ripe for solicitation - either by mailing or by e-mail. Who wouldn't want to be told of the newest and brightest products just published? How about a drawing for the books on display?

## Smart Idea—Solicit Graduation Giveaway Sales Today With These 2 Great Books For Young Readers

One of the most challenging aspects of business-to-business sales is how far in advance you need to solicit them. Many organizations plan their give-away items far in advance of their actual order and are shopping all year round for the best books to use. In our box you have received two books that are very popular give-away items in June: *The Night Before Kindergarten* by Natasha Wing and new title *I Knew You Could* from The Little Engine

That Could Series. Many pre-schools give out a graduation gift to their little graduates in June and schools give out books to incoming kindergarteners regularly. Now is the time to visit your local pre-school or school district and suggest they buy these wonderful titles from you. Your bulk discounting, great service and direct shipping makes these sales easy to achieve and they will appreciate you bringing these 2 great titles to their attention!

"Say 'I think I can' and you know what? You will!"



Another Popular Title To Suggest is Nancy Carlson's I LIKE ME! E-mail or call for a sample copy today.

## DK ESSENTIAL MANAGERS SERIES A HIT WITH HUMAN RESOURCE PROFESSIONALS EVERYWHERE!

With over a dozen of these gems already in print, the Essential Managers series is the perfect way to garner repeat B2B business from the human resource professionals in your community. Attractively priced at only \$ 7.00 each, this series touches on every issue a training department would want their employees to know. In our box you received one of my favorites, COM-

MUNICATE CLEARLY. As a professional speaker and communicator, I love the concise and practical techniques outlined in the guide. Clear text and illustrations cover every aspect of formal and informal communication. Other titles in the series often ordered for B2B are MANAGING MEETINGS, MOTIVATING PEOPLE and SELLING SUCCESS-

FULLY. With over 900,000 copies of this series in print, you can be confident that you are suggesting to your customer a series that will be treasured and re-ordered for years to come. To see the entire series, see page 41 of DK's Spring 2005 catalogue or ask your sales rep for details.

## Author Spotlight: Clifton Taulbert's Eight Habits Of The Heart



I recently had the pleasure of speaking with Clifton Taulbert and you have received a review copy of this excellent B2B book in your box. I think you will agree *Eight Habits of the Heart* is very special.

Deb: What are "habits of the heart"?

Clifton: The *Eight Habits of the Heart* are timeless and universal principles available to the workforce to ensure a climate where people are Respected, Affirmed and Included. In such an environment, increased productivity is likely and relationships are focused on the strategic objectives of the company, and employees are not left wondering about their place in the company. Marv Adams, the CEO for Ford Motor Company described the *Eight Habits* as "multiple dosages of unselfishness" - the key to greater individual productivity. The famed Coach John Wooden said in a letter to a Fortune 500 Executive, and one of his former students, that upon receiving the book, *Eight Habits of the Heart*, he couldn't put it down until he had completed it all. *Eight Habits* as a book combines TRUTH and INSPIRATION; thus making it easy to see the impact of individuals deciding to practice these habits. The *Eight Habits* are strategic, powerful and transformational. Missouri Judge and Stanford Graduate, Thomas G. Russell has described the *Eight Habits of the Heart* as a "Revolution in Consciousness."

Deb: How do the concepts of friendship and brotherhood translate to the business community?

Clifton: In a marketplace defined by advancing technology and internal and external diversity, these two habits become powerful tools to

keep a company people-centered, so that the people are not taking the back seat to bits and bytes. These two habits, when present in a company, are essential when the workforce faces mergers and acquisitions and the uncertainty associated with both. These are not soft skills, but the structural steel of the business infrastructure. After all, there's no marketplace has also become the world and as such its important to have tools that focus on building relationships across cultures. Both habits are essential to communication, the heartbeat of any business. It's difficult to have meaningful conversations with people you don't know or don't like. These two habits build bridges for two-way conversations and meaningful relationships.

Deb: The concept of community is so key to your message- how do communities stay strong these days?

Clifton: Alexis de Tocqueville once said "America is Great, because America is Good." Focusing on building the Good is essential to being Great, be it in business or within the places we live. Communities will stay strong through the unselfish individual efforts of each of us. It is this collection of individual efforts that become the collected Good necessary to keep communities strong. We are the key to the success of our living and our work. The *Eight Habits of the Heart* pro-

vides the framework to direct our personal actions on a daily basis. Community is never static: we are always at work.

Deb: Business-to-business works best when a local bookseller is viewed as a community resource. How should a bookseller strengthen their ties to their local community?

Clifton: Booksellers should assume that they have no walls. Often times the physical walls become obstructive to reaching out to the communities being served. Never view the books you sell as more important than the customer who buys them. Make a customer feel as if your bookstore is their personal library. Use your voice and sense of presence to make each customer feel as if being in your store is the best decision they could have made. And last, don't just sell the *Eight Habits of the Heart*-become them and live them out among yourself and your customers. Such unselfish actions will define your store differently. Be the first bookstore in America to have your *Eight Habits of the Heart* Hotline...where your customers take a "Habit a Month" and on-line tell you how their acts of selflessness at home and at work are revolutionizing their lives. Who knows, you might be able to keep "maturing" America to always focus on the GOOD so that all of us can enjoy the GREAT.

Deb: Clifton, thank you so much. You can learn more about the *Eight Habits of the Heart* on the web at [www.cliftontaulbert.com](http://www.cliftontaulbert.com) & [www.ninthhouse.com](http://www.ninthhouse.com)

"Use your voice and sense of presence to make each customer feel as if being in your store is the best decision they could have made."