

The Business of Business-to-Business Sales

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**PENGUIN GROUP
 (USA) AND DK**

Become Your Community's Book
 Buying Resource

Buy Local
 Keep Your Money Where
 Your House Is!

Networking.....



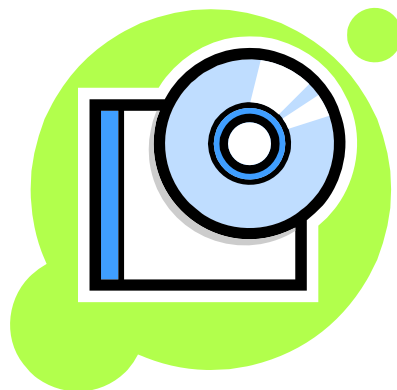
Networking with other stores that are experiencing success with our B2B program is a great way to get your store's program started. If you would like to call or e-mail another store and discuss their program, please send your request to me at B2B@us.penguin.com and I'll connect you with a retailer from another region in the US.

Jack and Todd from 800CEOREAD have written a very helpful piece for retailers and it was recently showcased in the NAIBA newsletter. If you would like me to send you a copy, send your request for THE UNTAPPED POTENTIAL OF BUSINESS BOOKS to me and I'll get it to you ASAP.

B2B: 10 Great Ideas You Can Implement At Your Store

.... Is the title of our new DVD, filmed during a recent B2B seminar given at the Southern California Independent Booksellers Assn conference in Los Angeles. Participants in the panel discussion were Terry Gilman, Mysterious Galaxy Bookstore, CA, Tyson Cornell from Book Soup Bookstore, CA and Jack Covert and Todd Sattersten from online retailer 800CEO-READ. About 45 minutes in length, it is a panel discussion about tactics and strategies a bookseller can use to start or improve their store's B2B pro-

gram. Each retailer has focused on a different aspect of B2B sales, with strong results. Terry Gilman talks about giveaway sales to her local synagogue and with local realtors. Tyson has cultivated a strong



• Ask you Penguin sales rep for a copy of this DVD if you can't view from our website.

B2B relationship with nearby movie studios and schools. Jack and Todd talk about corporate giving—and how to capture training sales and holiday giveaways. Our DVD to view and share with your store's staff is free—and can be requested by sending an e-mail to B2B@us.penguin.com. This presentation is also posted on our bookseller website and can be viewed at: <http://booksellers.penguin.com>, under the Business-Business section of the site. If you have never been to the site, please view the sample letters, endorsements and B2B ideas posted just for you.

**Penguin
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 and DK
 Publishing**

THE BUSINESS OF BUSINESS-TO- BUSINESS SALES

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 months, thereabouts

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THE BASICS: Jump Start Your B2B Sales:

Advertise that your store provides discounts for bulk sales in your store's newsletter, on signage placed around the store, on a book mark you place in key titles, on your store's website, on the store's phone message, on a flyer that you stuff in each customers purchase, and in your store's radio and print advertising!

Relationship Selling: "Love Us, Love Our Books"

When asked how they determine where to buy multiple copies of a book for giveaway, buyers often cite a desire to support their local community store. Other buyers talk about how their local store "knows them and knows what I like" or how the store is a shining example of customer service. Some are "wowed" by the services their local store may offer such as free gift wrap, free shipping, free sample copies for the decision maker or free samples to look over prior to the sale.



Buyers also appreciate the follow up with tracking info on placed orders and a thank you card for each purchase. Whatever makes your store special will generate loyalty, affection for you and your staff, and most important, repeat business. Let them know about your B2B program and they will bring those orders to you too!

"Local retailers are your friends and neighbors— support them, and they'll support you."

Fran Keilty, owner of the Hickory Stick Bookshop, Washington Depot, Connecticut

Our competitive levels of discount let you quote bulk prices with confidence.
 25-99 copies of the same isbn earn 50%,
 100-999 copies earn 55%
 1000+ copies earn 60%
 Good discounting, free shipping, good service, good recommendations—
You are the source for bulk book buys in your community!

Penguin's FRESHMAN YEAR EXPERIENCE Catalogue Is A Great Resource To Share

Colleges and high schools around the country are embracing the "First Year" read as a way for their students to share a common experience. Schools will pick one title, and give a copy to each of their incoming freshmen, with the instructions to read the title before school begins. Because the books are being pur-

chased by the school for giveaway, they are eligible for your store's B2B program. When school starts everyone will be eager to discuss their common read! Penguin has published many titles perfect for this program, and we have enclosed a brochure for you to share with your local school. Let us know if you need more copies and don't forget to suggest books for their faculty and staff too!

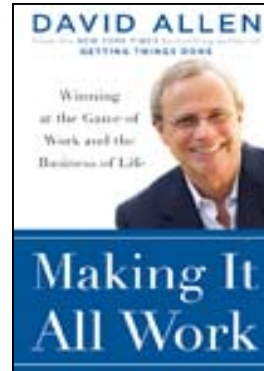


**A freshman favorite,
 THE KITE RUNNER**

MAKING IT ALL WORK
Winning At The Game of Work and the Business of Life

By David Allen (9780670019953 \$25.95)

David Allen has a loyal and active following for his books on organization, productivity and control. Penguin first published his previous work, *GETTING THINGS DONE*, in 1991 and it has gone on to be described, by *TIME MAGAZINE* as “the defining self help business book of the decade”. It has stayed on the *NYT Advice-How To Bestseller* list for years. His fans have been patiently waiting for the follow up to this book, and now we have it. *MAKING IT ALL WORK* unlocks Allen’s methods and provides an essential tool kit for our increasingly time pressured society.



Radio Sattelite Tour starts 1/5/09
 January features in Mother Jones .com and American Way Magazine

Allen’s fan base started with the computer programmers in Silicon Valley and then spread to all levels of workers in all organizations. Penguin is also producing this book in an audio format- 9780143143574, \$34.95, unabridged CD—a great training giveaway for corporations with employees out on the road. You have a galley of this in your box today—please call or e-mail if you need a finished copy to send out with your store’s B2B info.

Companies that have worked with (and love) David Allen:

- American Red Cross
- Blue Cross Blue Shield
- BMW
- Fidelity Investments
- Ford Foundation
- Housing & Urban Development
- John Hancock
- Lockheed Martin
- Microsoft
- L.L. Bean
- M & M Mars
- Microsoft
- NY Life Insurance
- Novartis
- Oracle
- Pitney Bowes
- Social Security Admin
- SONY
- US Air Force

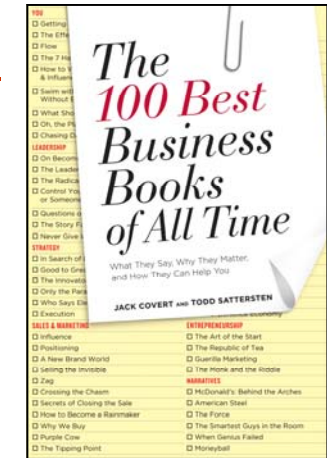
Spotlight:

The 100 Best Business Books of All Time
What They Say, Why They Matter, And How They Can Help You
By Jack Covert and Todd Sattersten

You may have met Jack and Todd when they came to speak at your regional trade show last fall. They offered seminars on the marketing and reselling of business books for indie retailers at half of the regional ABA trade shows last year. Their company, 800CEOREAD, an off shoot of Milwaukee book retailer Harry W Schwartz Bookshops, specializes in B2B corporate book sales. They read and review countless business books over the course of a year, and their website, 800CEO-READ.com, should be in your favorites as a great place to follow hot trends in the business book marketplace. Now they have written the definitive guide to the business book world with THE 100 BEST BUSINESS BOOKS OF ALL TIME which Penguin is proud to be publishing next

month. As they say: “A good business book offers a ton of value for less than thirty dollars and a few hours of attention. And a great business book can change your life.” It is not easy to find those gems, and in our book, Jack and Todd have made it their job to be that filter and choose the 100 most relevant, most revealing and most useful books in business history. Suggest their book to your local corporation for training and use this book to stock your own store’s business section.

To contact Jack or Todd about this topic, a possible book event at your store or for online promotions, please contact Kate at Kate@800ceoread.com



Feb 2009 publication
 9781591842408 \$25.95
 National Publicity * 5 City Tour



To learn more about Jack and Todd’s book, please visit their website: www.100bestbiz.com.

It has been chosen as a Feb ‘09 Indie Next selection. For more info on Indie Next, visit American Booksellers Assn (ABA) website: www.indiebound.org