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Penguin's Business-to-Business Advantage Program

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**PENGUIN GROUP (USA)**

*Bridging the Gap Between  
Booksellers and Businesses.*

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### 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](mailto:deb.lewis@us.penguin.com).

**Upcoming B2B seminars this year are:**  
New York City—June 28th  
NAIBA Trunk Show July 26th—Syracuse, NY  
Philadelphia—July 28th  
Kansas City—August  
Winston-Salem -September  
Atlantic City—October  
Los Angeles—November  
I hope to see you there!

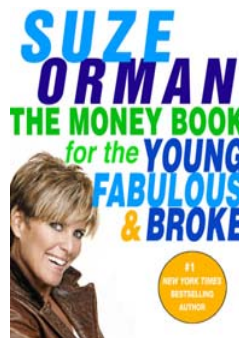


Penguin Young Readers Group

*"Hey, B2B works great for Young Readers*

*Books—why no new samples this month?"*

We are doing a separate mailing this month ENTIRELY of B2B books from the Young Readers Group: look for it to arrive to you soon. We have some super books picked, just perfect for giveaways this fall. There is also a sell sheet designed for you to give to prospective customers that you can customize with your store's information. For a sneak preview of the sell sheet, visit our bookseller website, <http://booksellers.penguin.com>.



Every once in a while I see a B2B order that just makes so much sense, I have to share it with everyone: the first order that I saw for this title came from southern Texas and was rapidly followed over the last few weeks by B2B orders all around the country. Supported by a media campaign that includes PBS shows airing across the US, Suze Orman's newest book: **The Money Book for the Young, Fabulous & Broke** is being used as a premium by banks and financial planners all around the US.

A financial guide aimed squarely at "Generation Debt"—and their anxious parents—from the country's most trusted and dynamic source on money matters.

[Suze Orman's The Money Book for the Young, Fabulous & Broke \(1573222976, \\$24.95\)](#) was written to address the specific financial reality that faces young people today and offers a set of real, not impossible solutions to the problems at hand and the problems ahead. Suze tells her young, fabulous and broke readers precisely what financial actions to take and why.

- Show a copy of Suze's book to the bankers and financial planners in your community and suggest they can use it as a premium with the special pricing they get from you! We have seen orders where the book is given away when a new checking account is opened at a bank or when an IRA is opened with a planner! What a great idea!!

Penguin Group  
(USA) Inc.

# The Business of Business-to-Business Sales

June, 2005

Published every 3  
months, thereabouts

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#### 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.**
- **Stuff a B2B flyer in the bags your customers take home— let them know you are their community-owned resource for the newest and best books published!**

## What is new for you? Penguin's new bookseller website!

Penguin has recently unveiled a fabulous new resource designed specifically for you, the bookseller! Our new website, <http://booksellers.penguin.com>, is a one-stop place for booksellers to find our catalogues online, download resources, contact customer service, track orders and so much more! There is an entire section of the site dedicated to B2B—with downloadable and printable versions of our newsletters, sell sheets and sales guides. The site also includes a listing of our current best-sellers, resources for starting your B2B efforts, hosting a

### BOOKSELLER B2B TIP

This tip came to me from a bookseller in the Midwest who started his B2B efforts with a bang: what the store owner decided to do was to reward his staff with 5% of any B2B order they get.

teacher's night at your store and current selections from our book club, the popular Reader's Club of America. One of the most useful features is our on-line shipment tracker, **Oasis**, where shipped orders can be traced and tracked. My favorite feature of the site is the ability to download the cover art and synopses from recent books, a great tool for creating your own customized B2B sell sheets. Add this address to your list of favorites today, as we are constantly upgrading and changing the site in response to your needs and requests. Let us know what you think!

This store owner found this to be a great incentive for his staff to keep the program in mind when they are on the floor selling and ringing up customers. He said "it is simply a great way to involve staff by giving them an incentive which keeps the idea fresh and in their heads". Do you have a B2B tip to share? E-mail me and I'll include your idea in our next newsletter! The best idea submitted will win a prize!

## Overcoming objections: Why would anyone buy a book to give away?

- Books have a long shelf life, are durable, and can be obtained at a relatively inexpensive cost, yet they have a high perceived value by consumers.
- They can be small and light, and therefore easy to package with other products. Their lightness makes them easy and inexpensive to ship.
- Their durability makes them an excellent gift for training, at conferences and conventions.
- They are the most accurate way to give out the most current information on a topic, in a format that is easy to refer back to anytime information is needed.
- Everyone loves books! They are rarely thrown away and they can provide a lasting reminder of your company, long after any specific promotion or training is done.



Many hospitals give books away to the youngest readers amongst us. Above: My niece Katie shows me she can read!

### Smart Idea—Use this title as an Employee Training Tool!

It is not surprising to find our title **What Not To Wear** by Trinny Woodall & Susannah Constantine (1573223573—\$15.00) on numerous bestseller lists around the country. After all, this British fashion duo has been featured several times this summer on the Oprah Winfrey show. What is surprising is to see the number of times this title has appeared on B2B orders. Well, maybe not so surprising when we see who the end B2B cus-

tomers are for this title—department stores & women's conferences !!

They have adopted this title as a great giveaway for employee training in department stores and we are seeing this book as a giveaway at professional women's conferences around the country. The next time your local women's association, Junior League or woman's group is looking for just the right book, this is a great one to suggest!.



Looking good has nothing to do with fashion trends. It's all about what not to wear.....this book shows you how to best dress for your body shape and personality.

"B2B is about putting the right book in the right person's hands!"

### WHAT BOOKSELLERS ARE SAYING ABOUT PENGUIN'S B2B PROGRAM

"Operating an independent bookstore in a relatively small and confined market, I'm always looking to expand our presence in every facet of the community, schools, libraries, non profits, and of course other businesses. I have found Penguin's Business to Business program to be an invaluable asset in this regard. Considering the availability of online buying options, and the presence of national and regional chains

in the area, The Business to Business program allows us to be more competitive with potential new customers, and to better reward our existing loyal customers in the institutional market."

**Kenny Brechner, owner**  
Devaney Doak & Garrett Booksellers Inc.

"Bay Books has used Penguin's B2B Program several times with great success. We have been pleased and even amazed at Penguin's customer service: the orders are dealt with rapidly and professionally. I really could not be happier with Penguin's program and give it an unqualified recommendation."

**David Joslin**  
Buyer, Bay Books

### Author Spotlight: Laurie Puhn's INSTANT PERSUASION



I had the pleasure of speaking with Laurie Puhn about her new book, **Instant Persuasion**. After reading this column you too will be convinced of how powerful a tool **Instant Persuasion** can be!

**Deb:** Why is **Instant Persuasion** such an excellent book for employers and organizations to give to their employees?

**Laurie:** **Instant Persuasion: How to Change Your Words to Change Your Life**, (Tarcher, 2005), now in its 3rd printing, hit Corporate America's Top 10 Bestseller List as compiled by CEO Read because of its fresh slant on the topic of communication. With it's timely, easy-to-master content, **Instant Persuasion** empowers people with communication skills they can immediately use in everyday conversations at work and in life to reduce stress and conflict and ethically get what they want. The **Instant Persuasion** communication method creates a values-driven environment where people respect and cooperate with each other to enhance their performance, productivity and success.

From my experiences as a Harvard-educated lawyer, board member of the Harvard Mediation Program, President of Laurie Puhn Communications, and consultant to Fortune 500 companies and small businesses, community and professional organizations, and educational institutions, I discovered that persuasion happens every day, every where, not only in a courtroom or at the negotiating table. It happens at the office with co-workers on the telephone with a customer or client and at the dinner table with family and friends. Every time we speak to someone the words we choose persuade that person to like or dislike us, listen to or ignore us, cooperate or argue with us, respect or disrespect us. Through entertaining real-life stories that parallel experiences in our own lives, **Instant Persuasion** reveals the common Communication Blunders to avoid - words that turn people off and prevent us from getting what we want and the corresponding Communication Won-

ders to employ -words the win people over and motivate them to help us get the things we want such as, a promotion, a raise, favors, sales, customer loyalty and the recognition we deserve.

**Deb:** Communication today is so key, yet taken for granted and vulnerable to misinterpretation. What tips can you share with us to help us be better communicators?

**Laurie:** You can activate your power of persuasion by applying just a few of the 35 quick and simple **Instant Persuasion** rules. Here are two sample rules from the book: The first is "Show You Care." You've probably heard that it's a bad idea for you to mix business with pleasure. Well, I think it's a great idea! In fact, I say we should specifically seek opportunities to mix business with pleasure to connect with colleagues and customers on a personal level. Why? Because people choose to do business with people they like. So, how do you do become liked? It's easy. When a colleague or customer tells you about something personal that is important to him, such as an upcoming vacation, or the fact that his mother is ill or daughter is getting married, it is a communication blunder to forget to ask him about it in a future conversation. Instead, to win him over and create a long-term connection, it is essential that you use the communication wonder. Make a note in your date book to remind yourself to ask him during your next meeting or conversation about the personal information he shared with you. Ask, "How is your mother feeling, or how was the wedding?" Use this rule consistently to gain a competitive edge over your competition. A second powerful **Instant Persuasion** rule is: "Spread Gossip." Do you know

"You can activate your power of persuasion by applying just a few of the 35 quick and simple **Instant Persuasion** rules."

that there are two kinds of gossip? The first is negative gossip, which we all know is bad and should be avoided because it will usually get us in trouble. But the second type of gossip - positive gossip - is good and works as an excellent motivational tool and relationship-builder. For example, if your customer tells you that Susan, your salesperson, has consistently given him valuable advice about books to purchase as company gifts, it is a blunder to keep that compliment to yourself. Instead, use the communication wonder "Spread Gossip" and specifically pass on the customer's compliment to Susan. Spreading positive gossip makes everyone involved feel good and instantly works to strengthen a relationship and motivate the person to keep up the good work.

**Deb:** What makes **Instant Persuasion** different in a very crowded marketplace of personal development books?

**Laurie:** **Instant Persuasion** is an engaging, practical book that delivers instant results to its readers regardless of age, gender, race or ethnicity. The rules of persuasion are as simple as "say this and you'll get that." You can learn one rule in minutes and use it for a lifetime. You don't have to be richer, smarter or luckier to get what you want, you just have to learn to activate your power of persuasion and use it to ethically give people what they want - appreciation, cooperation and respect - so that they are motivated to help you get what you want.

For additional information about **Instant Persuasion** and Laurie Puhn Communications, a professional and personal development training firm, call (516) 773-0303, e-mail [laurie@lauriepuhn.com](mailto:laurie@lauriepuhn.com), or visit [www.lauriepuhn.com](http://www.lauriepuhn.com)

