

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.*

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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.

Many thanks to the booksellers who attended my most recent seminar in beautiful New Orleans at the Mid-South Trade Association show - your comments and support of the program was very appreciated.

Upcoming B2B seminars this year are at GLBA (10/8) in Michigan, NAIBA (10/25) in Atlantic City and SCBA (11/5) in sunny Southern California. I hope to see you there!

My favorite quote of the month :

"Whenever I receive a call for a Business-to-Business order, I cross my fingers that the title is a Penguin one. Your program is so easy to use, I wish all my orders were for Penguin titles!" Beverly, Bookends, MA.

Thank you Beverly for your endorsement—I think the program is great too!



A recent seminar in Cambridge was great fun. Those seats were soon all filled! Hope to see you at my next session!

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The Business of Business-to-Business Sales



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Your Suggestion Box is Here!

By reaching out into your community for B2B sales, you establish your business as more than just the local bookstore. Through your efforts, you establish your business as a local community resource, a resource full of the newest and most informative books for your customers. To help with your efforts, I have started our B2B suggestion box and Business-to-Business newsletter - 2 items to help keep your B2B efforts current and fresh. We'll share tips with each other and rejoice in the successes that are happening with bookstores and B2B everyday.

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!

Here is a sample letter that can be used by a bookstore to solicit B2B sales:

We at *No Name Bookstore* take great pride in being your resource for the newest and most informative books for our community. Our knowledgeable staff can assist you in finding the most up-to-date and comprehensive information on an astounding range of topics. From the hottest new business book to the best in reference, we have them all. In addition, we offer our customers a discount on titles purchased from us in quantity. Orders of 25 or more copies of a single title are eligible for special bulk discounting. Why hassle with on-line buying, shopping around, or wasting hours of your precious time searching for the informa-

tion you need? Call us today and have us special order whatever books your organization needs.

Our business-to-business program allows us to drop ship directly to your business, school or association, and we can also provide free samples of titles for your consideration. Stop in or call us today to find out what the Business-to-Business "Advantage" program can do for you. Let us provide the books your staff or clients need!

Keeping revenue within our community is a priority for all of us. Thank you for choosing your local bookstore to supply books for you!
 Sincerely,
No Name Bookstore
 Supporting our community since
 Address, phone number,
 web site address, store logo

What Booksellers Are Saying About Us

A big thank you to the booksellers who responded to my recent Business-to-Business Advantage survey form. Here is one of my favorite responses:

"I had a great chance to use Penguin's B2B Program, just days after my rep suggested I sign up for B2B. I received an order for 115 copies of Judy Blume's *Tales of A Fourth Grade Nothing*. Yeah! We are a small store and our schools in the area are struggling with budget cutbacks. The books came quickly and our school and our bookstore were thrilled. I look forward to being able to use this service again soon!" -Judy, *Imagine That Bookstore*, Riverside, CA Thank you for a terrific quote, Judy!

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? **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? With Penguin's B2B drop ship program, the books can be delivered quickly and easily right to the customer's place of business.



Who doesn't love to win a prize? Start a business card drawing in your store today! (Photo courtesy of Joseph Beth Bookstores)

What's Hot—The ADD Answer As Seen on "The Dr. Phil Show"

Each year, 17 million new cases of Attention Deficit Disorder (ADD) are diagnosed in children. For many families, the diagnosis is the beginning of a long and frustrating journey through treatment options that have mainly focused on medications designed to treat the disorder. Yet drug therapy doesn't work over time, and parents are left feeling helpless and searching for other solutions. In your suggestion box you will find a fact sheet

"Innovative alternatives to the usual one-size-fits-all treatments for ADD"

about the newest book to aid parents searching for answers— The ADD Answer: How To Help Your Child Now by Dr. Frank Lawless. An ideal B2B opportunity for PTA groups, teachers and therapists, The ADD Answer has a foreword by Dr. Phil McGraw and will be featured during a full hour show on ADD by Dr. Phil. Author Dr. Lawless draws on his thirty five years of experience as a clinical and research psychologist in order to put

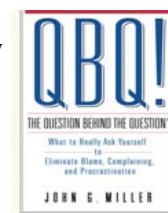
parent's back in charge of their child's well-being and to arm them with a range of innovative alternative treatments for ADD. Dr. Lawless will also be doing a 20 city TV satellite tour and TV and radio interviews to promote this title.

If you need a sample copy of this title to solicit B2B sales or more info about this book, call Deb Lewis at 800-847-5515.

John Miller's QBQ A Big Hit At The Regional Trade Shows

Putnam author John Miller recently spoke at the MPBA and Mid-South Fall Trade Shows about his new book, QBQ. QBQ. The Question Behind the Question is a revolutionary new concept to eliminate blame in the workplace and in your personal life. John is a professional lecturer on the topic of Personal Accountability, something that resonated strongly with the independent

booksellers he spoke to last month. Personal Accountability is not about changing others, it is about making a difference by changing ourselves. Priced at \$19.95, the book is a little gem of a hardcover, with a format similar to another revolutionary book by Putnam, Who Moved My Cheese. Please recommend QBQ to business leaders, educators, church



Stop playing the Blame Game! Read QBQ today!

groups, guidance counselors...everyone! To learn more about QBQ, visit www.QBQ.com.

Make QBQ a focus for your B2B efforts and watch those sales roll in!

Customer Spotlight: Otto Bookstore, Williamsport, PA

I asked Betsy Rider, owner of Otto Bookstore, to talk about her success with Penguin's Business-to-Business program:

Deb: Betsy, how has Business-to-Business helped your business grow?

Betsy: Established in 1877, we are one of the ten oldest independent bookstores in America, but that doesn't mean we don't strive to utilize every modern tool we can find to give our customers very up-to-date service in the old fashioned way. For instance, while scanning the web for "quote" requests, we found a college that wanted to give each of their incoming Freshmen a copy of an inspiring book. I contacted the publisher, found out about the B2B program, submitted my bid (that underbid Baker and Taylor by 2%) and as soon as I received their acceptance of my bid, I placed the order to go directly to the college and, with that one phone call, I cleared \$5,000!

Our ten children have always helped in the store until they left for college. All of them keep their ears to the ground for any opportunity--the college bid came originally from a daughter whose co-worker spotted it while looking for drafting requests. (I gave him a \$50 gift certificate.)



Otto Bookstore, Williamsport, PA

Deb: How does Otto attract B2B business? *Betsy:* Most of our B2B orders started with the customers who asked what our best price would be on large quantities of books. When we contacted the publisher and got the B2B price, we marked up the net by 20% and passed on our quote. The many schools we service have been thrilled with the quantity-prices and have spread the word about our prices as well as our speedy service.

Deb: B2B works best when bookstores foster their relationships within their community. How does Otto do this?

Betsy: Our relationships within the community are fostered by our shameless self-promotion on the radio and in the newspapers.

We have a weekly radio schedule on eight regional stations.

Each morning for a week, I give a 60 second review of a book that offers a positive view of life. I have tempted readers of all ages

with just enough of the book to whet their appetite for reading. For this I received the "Literacy Award of the International Reading Association" and the loyalty of educators throughout the area. I also have gone to schools and churches to give "book talks." And I write frequent warm and fuzzy articles for local newspapers.

One more trick to our trade--we relate to and encourage any sales rep who can assist us in our search for customer-pleasing reading material. It makes bookselling so much easier!

Many thanks to Betsy Rider for sharing her thoughts with us. Betsy has truly established her Williamsport store as a community resource —so can you!!!!

B2B TIP FROM DEB:

While the B2B Program allows you to drop ship directly to your customer, Otto usually has the books delivered directly to the store. "When customers come for their orders, they always wind up buying something more" shared Betsy.



Sharing bright ideas makes us all a little smarter! E-mail your ideas to Deb t deb.lewis@us.penguingroup.com

"Our relationships within the community are fostered by our shameless self-promotion on the radio and in the newspapers."