

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!

Interested in attending an upcoming B2B seminar?



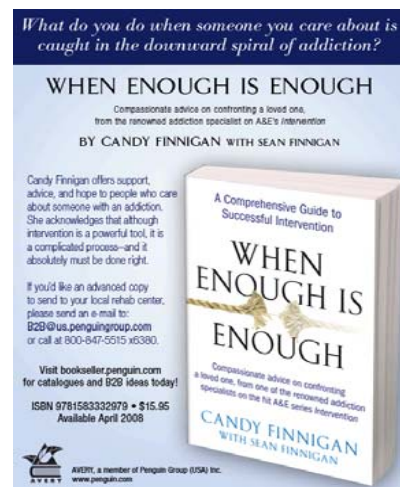
I'll be giving a seminar "Business to Business: 10 Great Ideas You Can Implement At Your Store" for booksellers on Saturday, October 18th from 10-11:30 am at the SCIBA Trade Show at the Millennium Biltmore Hotel in Los Angeles. Please stop by if you are attending the show. A copy of the program will be posted on our bookseller website shortly. Call me at 800-847-5515 x6380 to talk about a seminar at your store. Remember your Penguin field or telephone sales reps are a wonderful B2B resource for you — please call or e-mail any of us for suggested titles, to receive free samples, to place orders or to brainstorm about potential B2B customers.

Your continued success with the program is our success too!

A Book in the Hand...

...is sometimes all it takes to finalize a B2B sale—your customer knows you have taken the time to select the perfect book for them to give away for training purposes, as a gift or just to keep their employees informed. But how do you *know* about the best new titles and how do you *get* a copy to hand over to your customer? Penguin's monthly B2B e-mail memos can help. Each month we showcase recently published titles that we feel are good candidates for your customers—and we create sell

sheets that are e-mailed for you to use in your b2b efforts. Each sell sheet outlines, in bullet point fashion,



This title is being given away by rehabilitation centers.

the salient points that make this title so newsworthy. Also on the flyer are suggested places to sell each title and a place on the flyer for you to insert your store's contact info. All you need to do is read, insert, and mail! It is ready to put on your store's website or in your store's newsletter as well. We offer free sample copies of any book we have highlighted in this way, just e-mail us at b2b@us.penguin.com to be added to our monthly mailing list or for free solicitation samples.

Penguin Group (USA) and DK Publishing

THE BUSINESS OF BUSINESS-TO-BUSINESS SALES

Sept 2008

Published every 3 months, thereabouts

December B2B Holiday Gift Sales Start Today!

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Simple Steps To Take To Jump Start Your B2B Sales:

Advertise that your store provides discounts for bulk sales in your store's newsletter, in your store's holiday catalog, on signage placed around the store, on your e-mail signature, on your store's website, on the phone message, on a flyer that you stuff in each customer's purchase, and in your store's radio and print advertising!

One of the most challenging aspects to B2B sales is the amount of lead time it takes to generate a sale. Step one is when you, the bookseller, learns what books are best for bulk sales. Step two is reaching out to your community businesses and letting them know about the new books perfect for their specialty. Some stores send out their suggestions via e-mail, some send a letter, and some designate an employee to make a few phone calls.



Last, decide and advertise what it is that makes your holiday program special: is it free gift wrap, free shipping, free sample copies for the decision maker or free samples to look over prior to the sale? Designate an employee to follow up with tracking info on placed orders and a thank you card for each purchase. You will have holiday sales for years to come!

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

SHARING B2B SUCCESSES CAN HELP US GROW OUR B2B SALES!

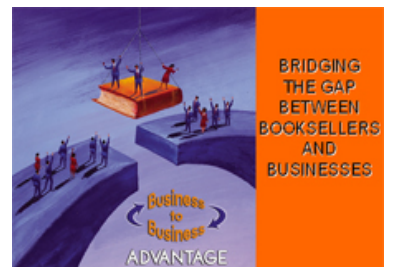
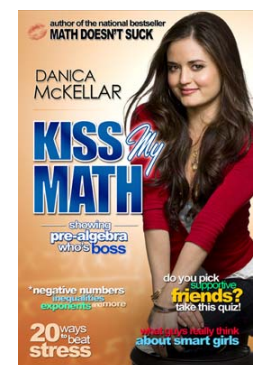
Booksellers are reporting B2B success with Danica McKellar's 2 new books:

MATH DOESN'T SUCK
(9780452289499)

KISS MY MATH
(9781594630491)

School districts are buying in bulk and giving away to teachers—Danica really knows her subject

and is helping teachers reach out and connect with middle school girls. Why not send a copy with your store B2B info to your local school district? We have enclosed a galley of **KISS MY MATH** just for you. Allowing them to buy in bulk with a discount from you might just earn a kiss for your store!

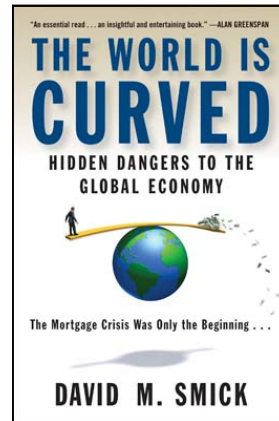


**Two great new titles for corporate training:
THE WORLD IS CURVED by DAVID SMICK
and BILLION DOLLAR LESSONS by PAUL CARROLL and CHUNKA MUI**

"THE WORLD IS CURVED is an essential read for those who wish to understand the workings, politics and distresses of the global financial system. David Smick has done an outstanding job in drawing on his interactions with many of the key players in international finance, to produce an insightful and entertaining book." — Alan Greenspan.

Why did a relatively minor problem in the US sub-prime mortgage market nearly collapse the entire global financial system? Financial expert and market strategist Smick says that the Great Credit Crisis of 2007-08 exposed a thicket of hidden problems that now threaten every American. Smick explains today's brand new world of international money and connects seemingly unrelated topics. He reveals why Tony Soprano matters to China, how Japanese housewives have taken control of their nation's cash flow, and how big money sovereign wealth funds in China, Russia, Saudi Arabia and Dubai are the new evil we can neither live with nor live without.

This is a perfect title to suggest to financial planners, banks and financial corporations for employee training and give-away.



Featured on NPR, in The Wall Street Journal, in USA Today, US News and World Report and Bloomberg Radio

LEARN FROM THE PAST

How to avoid the mistakes that lead to the majority of business failures.

Most executives shudder at the word "failure" and try to avoid thinking about it. No wonder there are thousands of books about successful companies but virtually none about the lessons to be learned from those that crash and burn.

Paul Carroll and Chunka Mui think there is enormous value in learning from companies that lost millions (if not billions) in pursuit of strategies that led to spectacular flameouts. Everyone makes mistakes, but why make the same mistakes over and over?

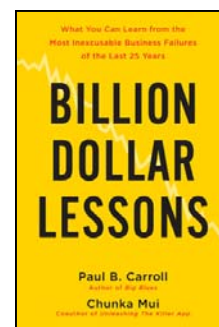
The authors studied the most significant failures of the last twenty-five

years: 750 bankruptcies, major write offs, and discontinued operations.

They found that the #1 cause of failure was *misguided strategy*— not sloppy execution, lack of leadership, or bad luck. These strategies fall into eight categories, including:

- Trying to fix a core business that's unfixable
- Moving into an "adjacent" market that isn't really Adjacent
- Buying more problems than efficiencies through misguided consolidation

Billion Dollar Lessons offers "devil's advocate" questions that managers, boards, and investors can adopt.



On sale 9/11/08
\$25.95
9781591842194

Spotlight:

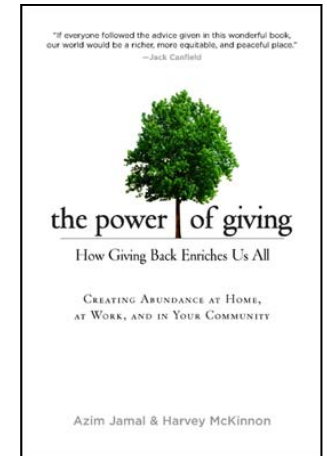
**THE POWER OF GIVING
How Giving Back Enriches Us All
By Azim Jamal & Harvey McKinnon**

This accessible, down-to-earth guide teaches the invaluable lesson: the more you give, the more you have—and helps you discover the unexpected gifts you are able to offer others.

When most of us think of giving, we usually think only in terms of time or money; things we would like to share but often barely have enough of for ourselves. In *The Power of Giving* the authors help us expand our ideas of giving to include the giving of kindness, ideas, attention, hope, love and much more. This simple guide to every facet of giving helps us understand what each of us has to give and why we should give it. We also learn the difference that giving can make in our own lives, with benefits ranging from the practical, such as improved

health and professional connections, to the intangible, like hope and a sense of connections with others.

This is the perfect B2B suggestion for any church or non-profit organization in your community. Does your Rotary or Kiwanis give a gift to new members?



9781585426683 \$22.95
www.thepowerofgiving.org
August Self Help 208 Pages

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