

Easy Ways To *Jump Start* Your Business-to-Business Program

- Place signage around the store advertising your program: an easel at the register, a shelf talker in the business section, bookmarks in likely books.
- Stuff a flyer in your bags at the checkout – sample attached.
- Make sure your B2B info is on your website, on your telephone answering machine message, in your monthly newsletter and in your holiday catalogue.
- Target your market to drive sales: Take DK's Going to the Dentist to your local dentist, DK 's Touch and Feel Baby to your local hospital, Froggy Goes To The Doctor to your local physician's group, Teach Like Your Hair is on Fire to your local School Board, Getting To Yes to the local car dealership, Tribes to your local corporation, The Power of Giving to your local Rotary and Kiwanis, DK's Wine 101 to the local liquor store and wineries. You get the idea!
- Send a mailing out to local businesses advertising your ability to provide bulk sales at a discount – sample letter attached.
- Have an in-store Chamber of Commerce event where you can collect business cards to create a new B2B customer base and mailing list.
- Mark certain titles as B2B prospects when buying in new books and ask your reps for free samples.
- Stuff B2B purchased books with a 10% off coupon to your store – new customers will love learning about you and what you can do!
- Start a lunchtime “business book” book club at your store.
- Advertise your B2B program at every off site author event you do.

Check out Penguin's Bookseller website: <http://booksellers.penguin.com>
for new sell sheets, success stories, new marketing materials and more!

Ask Us About Our
**Business
to
Business**
ADVANTAGE

Our store has a special program for organizations. Your business, school, non-profit, or church can receive special discounted pricing, great service, direct shipping and more! We specialize in bulk sales. Ask our staff for details.

Sample letter:

Dear Neighbor,

One of the joys of being a bookseller is getting the right book into the hands of the right person. We at The Bookshop 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. I think the enclosed title will be of great interest to you.

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 information 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 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,
The Bookshop
123 Any Street
222.555.4444 (tel)
222.555.7777 (fax)
www.TheBookshop.com

What Booksellers Are Saying About Penguin's Business-to-Business Program

"The Penguin B-B Program is one of the most successful areas of our business. Whether we use one of their suggested titles or create a market with any title for a corporation or non-profit organization, our bottom line receives a major transfusion with every transaction. After attending the incredible Winter Institute 2012, and studying the ABA's ABACUS report, we are even more encouraged to seek out Penguin B-B situations. It's easy....and very profitable!"

Jake Reiss, The Alabama Booksmith, Birmingham, Alabama.

"The Business-to-Business Program is a great program that we can offer to our corporate customers who purchase large quantities of single titles for promotional or charitable purposes. We can give them a really great discount because of the higher than normal discount we receive for B2B purchases -- a win-win situation that keeps the customers coming back to us. From an ordering standpoint, B2B is a quick and easy phone call to the publisher. The books can often be drop shipped directly to the customer which saves book store staff time on the receiving end as well."

- Alice Meloy, Blue Willow Bookshop, Houston, Texas

"Penguin and their sales reps make their B2B program very easy to use. One phone call or email and the books are on the way at a great discount that allows us to compete with Amazon and other discounters"

- Britton Truce, Garden District Bookshop, New Orleans, LA

"I encourage other independent bookstores to take advantage of Penguin's B2B program to reach out to local businesses and corporations; class books for schools; any customers who could be interested to use books as gifts. I have learned there is a wonderful opportunity for shops to compete in their community where businesses and schools often think the best opportunity is to go on-line. We are and never have been a "discount" bookstore for fifty years, but on larger sales I have no problem offering special terms. My customers appreciate this and it is an excellent way to find new customers as well."

- Michael Fox, Joseph Fox Bookshop, Philadelphia, PA

"I am a huge fan of Penguin's B2B program. It is the best way for booksellers to actually make money competing with the online and chain booksellers when it comes to the bulk, nonreturnable sales. Pass it on."

- Jack Covert, Founder /President, 800CEOREAD, Milwaukee, Wisconsin