

## Your B2B Checklist: Jumpstart Your Store's B2B Program

	Yes	No	Not Required	Comments
Your store's B2B program is advertised on your store's website, in your newsletter, in your print ads, on your answering machine message, on your Facebook page and in signage around the store.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ask my Penguin rep for easels, shelf talkers and window clings for the store. Build a B2B endcap! Do a business card drawing & learn who browses in that section!
Your staff is up to date on B2B, staffers know how to handle a request, suggest bulk discounts and you reward staffers who generate orders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Have a contest for staff to win a gift certificate!
You contact clients who have done previous orders and remind them to re-order with you.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Don't let them forget where the best place is to buy!
You network within your community; you host Educator Nights, Chamber of Commerce mixers, and hand out flyers advertising your B2B services at offsite author events.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Your local Chamber of Commerce is a great way to connect with local book buying businesses. Take out an ad in their newsletter!
You network with local authors and ask to be their bulk book provider.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Drop shipping means I can ship anywhere in the US. Check out the local author feature in Edelweiss!
You share ARC's with previous B2B customers, suggest new titles, and reward orders with in store gift certificates. Send thank you notes or emails for orders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ask for referrals! Post thank you notes and endorsements on your website! Tweet your successes!
You've tapped local business leaders for book reviews, hosted in store networking events for local businesses and stickered book orders with your store info and stuffed book orders with gift certificates.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Love that each book in the B2B program is a little ambassador for my store.
Review current catalogues for B2B appropriate titles and post a bestseller list in the store.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I'm not thinking about the 3-5 copies I can sell in store – I'm looking to see where I can sell 100 copies outside my store!

**Execution: Once your checklist is done, relax – growing B2B sales takes time. Remember these sales are highly profitable and re-occur over and over again – so worth the effort!**