



## **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 Trice, 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

