

Written by Deb Lewis

Penguin's Business-to-Business Advantage Program

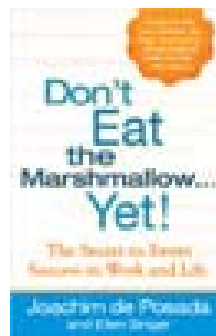
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PENGUIN GROUP (USA)

*Bridging the Gap Between
Booksellers and Businesses.*

www.penguin.com



"Marshmallow resisters" achieve high levels of success.

In your box today, you will find a copy of a newly published little gem of book, DON'T EAT THE MARSHMALLOW...YET by Joachim de Posada and Ellen Singer. Posada is a world-renowned motivational speaker and he tells us about a little known Stanford University study of children that showed children who were able to delay gratification—in the form of a marshmallow they had been given to eat—ten years later, those children who delayed eating were significantly more successful than those who had eaten their marshmallow immediately. Posada saw the key difference between success and failure is not merely hard work or superior intelligence, but the ability to delay gratification.

This life changing book, perfect for corporate training, show readers how moves made today can pay off big tomorrow—if they just don't eat the marshmallow—yet!

"Figure Out What's Stopping You, Then Deal With It"
Radical Truth # 79, see page 3

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. I am currently in the planning stages of my seminar schedule for 2006. If you would like to have me come to your store and give a B2B seminar for your staff, please call me at 800 -847-5515 x 380.

"Build, Don't Maintain"
Radical Truth # 59, see page 3

- **NO TE COMAS EL MARSHMALLOW...TODIA!** by Posada and Singer (0425210367 \$19.95) is the Spanish language edition of our book featured above. It will be available December 6, 2005—and is just part of larger publishing program PGI has aimed at the Spanish-speaking book market. There are some facts to keep in mind when thinking about books offered in Spanish:
 - The Hispanic market is 40 million strong
 - Total Hispanic buying power is \$570 billion and growing
 There are many community programs poised to help Spanish-speaking Americans and many of the those programs give books away—just perfect for B2B. So next time you are soliciting orders from your local Head Start Program, hospital, community education program or investment groups—remember that Penguin's title base of books in Spanish is growing daily and we can offer just the book they might need—in any language!

Penguin Group (USA) Inc.

The Business of Business-to-Business Sales

SEPT, 2005

Published every 3 months, thereabouts

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Fall Recipe For Success

by Deb Lewis

Fall is a beautiful time here in upstate New York. Colorful foliage, crisp mornings and kids going back to school-things to make a mom smile. Fall also brings recipes to share—new things to try for the holiday season.

1-holiday mixer at your store highlighting your program

2-gift certificates for your best B2B customers

2-radio ads talking about your bulk purchasing program

1-super display of the best B2B books your store has to offer

1- business card drawing in your store—the lucky winner wins a super book and you win a year's worth of B2B prospects.

1-mailing to the local churches in your area offering your services to supply books they can buy and give away during the holiday season.

Method:

Sprinkle with luck and sage. Let simmer until B2B orders come to you!

Remember to follow up in January with your customers—most corporate buying is done first quarter, after yearly budgets are in place.

Now is the time to establish your store as your community's book buying connection! Get cooking!

Here is my recipe for you. Successful preparation should lead to a year of B2B success:

Ingredients:

1-flyer talking about your store's program stuffed in every holiday purchase bag

3-staff people fired up about the possibilities of B2B

THE ART OF READING
0525474846 \$19.95

For forty years, the non-profit literacy organization Reading Is Fundamental has been putting books into the hands of children across America. To commemorate it's fortieth anniversary, RIF has brought

together 40 of the most celebrated children's

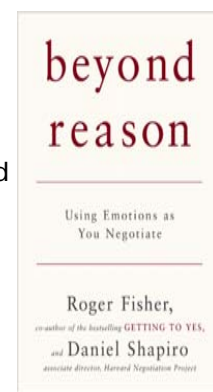


A beautiful collection of insightful essays perfect for schools to give to young readers for the holidays!

book illustrators and asked them to re-imagine a classic book from their childhood. This gift book includes a foreword by Leonard Marcus, noted historian and author in the field of children's literature.

BEYOND REASON by Fisher and Shapiro— A B2B EVENT!!!!

Roger Fisher's work, *Getting To Yes*, published in 1981 is familiar to all of us in the book trade—and a landmark title for B2B. Over 3 million copies of *Getting To Yes* have been sold since 1981, many of which were used by corporations and managers around the globe. Now, the seasoned negotiator who co-authored that book has written a new one—and you received a gallery of it in your box today.



Beyond Reason –Using Emotions As You Negotiate is a guide to using emotions to benefit you and others. Whether you are negotiating a business contract or curfew with your teenager, emotions can get you in trouble. They also can help you get what you want. This book shows you how. National re-

view attention and a 20 city TV satellite tour will occur over the next few weeks.

“Take People With You”
Radical Truth # 66, see page 3

Don't forget to suggest our audio edition of *Beyond Reason* to your corporate clients - 014305791 \$32.95

On The Road Again...Summer Seminars

Many thanks to the booksellers who braved a rainy day in NYC to attend our B2B seminar in June in NYC— it is nice to see their B2B efforts bearing fruit in the Big Apple.

Syracuse, NY hosted the first ever NAIBA Trunk Show in July and part of the educational programming was a session on B2B. Over a dozen booksellers opened new accounts to solicit B2B sales.



Elena DeVita, Syracuse Bookstore, was crowned for her outstanding B2B sales at NAIBA's Trunk Show this summer.

A big THANK YOU to the owners of Chester County Book for hosting a B2B seminar in their lovely store outside of Philadelphia in July. Booksellers came to this location from as far north as New Jersey and as far south as Delaware to attend our session.

“You Can Only Control How Hard You Try!”
Radical Truth #38, page 3

WHAT BOOKSELLERS ARE SAYING ABOUT PENGUIN'S B2B PROGRAM (and what they are saying about you!)

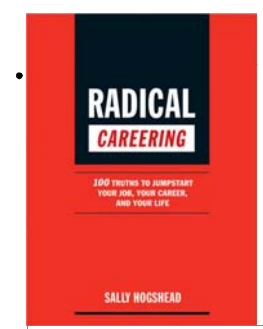
"For a very small store, we are overwhelmed at the amazing possibilities of our business-to-business program. We are finally starting to become aggressive and solicit after having an account dropped in our lap that has produced over \$50,000 in a year and a half."

Jake Reiss
The Alabama Booksmith

This comment was received by a fellow bookseller after a successful B2B order
"You sent me a letter a while ago about the discount program and I just kept the letter in my file. The service was everything I could have asked for and I've passed your name along to the other people in our organization with a recommendation to use you if they need to order books. Thanks!."

Are you asking your customers for feedback on your services and for recommendations for future customers?

Author Spotlight: Sally Hogshead's RADICAL CAREERING



I had the pleasure of speaking with Sally Hogshead, author of the newly published **RADICAL CAREERING**. She had great tips on how to sell this book to corporations and how to use it's wisdom for you, too!

Deb: What is Careering?
Sally: "Careering" is all about action: taking action to become your most powerful, valuable, fulfilled self. It's creating a career worth loving. "Careerists" are professionals who cringe at the idea of a mindless job spent shuffling papers and sneaking out at 4:59. They want joy and meaning from work. They want to kick start momentum, embrace bigger possibilities, and get excited about Monday mornings. Because "careering" is all about taking action, I created a format that readers won't just passively read, but actively use.

Deb: How does your book address changing readers?
Sally: There's a curious disconnect between careers, and career books. While careers have changed radically over the past decade, oddly, career books have not. There are many excellent career books, of course, but in general the category is more straitlaced than its readers.

As the book's packager, I wanted to create a career book that's as passionate, challenging, creative, and just plain *fun* as the career it's trying to help you create. With my background in advertising I knew that readers today, especially those under 45, consume

information very differently than a generation before. With this in mind, I did an experiment. I created a dummy copy, and showed it around. Almost without exception, readers over age 45 started at Page 1, while those under 45 flipped through random pages in the middle. Interesting, no? *Radical Careering* has a decidedly nontraditional layout: four-color design, icons, and nonlinear format, so readers get immediate gratification from the moment they pick it up at the bookstore.

Deb: How does your book address the changing face of the workplace today?

Sally: To address the attitudes and values of modern professionals, I commissioned an extensive study of 1,000 people age 25 - 45 around the country. The results reveal crucial emerging trends around work, such as:

- Which is more important to get from your employer:
Fat paycheck: 11.2%
Respect: 88.8%

Throughout the research, loud and clear, three distinct conclusions arose:

1: Most of us do not love our career.

“Own Your Career, Or It Will Own You.”

Little and powerful, open up your copy of **RADICAL CAREERING** to experience the super graphics and high tech design!

2: We genuinely want to love our career.
3: We don't know exactly how to love our career.

Deb: What can a bookseller do to keep their employees happy? Well-trained? Motivated to succeed?

Sally: Excellent question. *Radical Careering* gives managers real insight into attracting, motivating, and retaining employees.

Create ways for employees to become smarter, by offering new skills and experiences.

Whenever possible, avoid meaningless bureaucracy.

Allow enough autonomy for workers to make a real difference with their actions. Encourage entrepreneurial efforts within the organization.

Respect is key. Acknowledge performance in a meaningful way.

Don't micromanage. Rather than focusing on procedure, manage the *result*.

Remember, you and your employees share the same goal: you both want to create a workplace that helps everyone become more valuable and fulfilled!

