

Frequently Asked Questions about New Leaf's National Accounts Program

What if I am already selling to some of these national accounts? Simple. Just let us know that you do not need us to present to these accounts. Depending on how you are doing handling their orders and at what margins, you may choose to have us take this over.

Why do you charge to review titles? This is a "sign up" fee. We carry thousands titles from small presses many of which are not appropriate for national accounts. By charging a fee, we know you will self select appropriate titles because you will not want to waste your money. This also covers our administrative overhead and what we need to pay Ken for reviewing and giving you feedback.

Why are you charging me "presentation fees"? We have to cover Ken's fees and expenses, and it is costly to have someone "on the road". If we did not charge presentation fees, we would need to take a higher percentage on sales, and we would be reluctant to risk the overhead costs unless we felt a title was a sure thing. This would not align with our intention to offer this opportunity as broadly as possible.

At \$150 per presentation to a national buyer, how many presentations will Ken be doing or how many national buyers are there? What does a presentation consist of and how long are they? Most likely there would be 4 to 6 presentations depending on the nature of the book. Each presentation is \$150 and if a second title is presented at the same time, it is another \$50. There is a good deal of preparation done before any presentation. As far as the actual 'face time' a title might get with a buyer, it is unpredictable - the buyer might take a couple minutes or say yes or no in 10 seconds from looking at a cover. Even with Ken's many, many years, he dares not make a prediction. There are many internal organizational factors that can change a buyers approach from month to month. Sometimes Ken will make a second presentation of a title when circumstances warrant and there is no additional charge for this. **This fee includes follow up** and there is a good bit of this before we get a definitive answer.

What is the usual success rate of presentations? Ingram and Baker & Taylor usually take every title, however B&T often will just list the title but not bring in stock until they have orders. The success rate with chain retailers is totally unpredictable for the same reasons as in the previous question. Sometimes 80% of titles might be accepted; other times 15%. B&N takes most titles for B&N.com but this rarely leads to significant sales. The presentation process does not stop with the presentations. Most often multiple follow ups are required.

Does the \$150 for presentations cover ongoing attention like reordering or increasing the number of stores that carry a book? Re-orders are all automatic and based strictly on sales. Generally the chains will buy a modest quantity to put into only those stores where they feel the book is most likely to sell. Ken watches these orders, and if the book is doing well, he will urge them to put it into more stores. Once it is in as many stores as possible, there's little more we can do unless there is something like coming publicity in which case, if you let us know, we'll alert the buyers.

Will you present my CD's and DVD's as well as books? At this time, we are only presenting books. Once we have a 'foot in the door', we may add recorded media to the mix.

How long after a presentation before we see orders? This depends on the account. Ingram usually orders within a few weeks. B&T will list right away but not order until they have an order. The national chains can take as long as 4 – 6 months. Once a buyer decides on a title, they have to designate which stores will stock it and how many, work it into budgets, and go through layers of approval.

Will I be advised about how my books are received by the buyers? Unfortunately, no. Often we will not know until we get an order. It's a huge task just keeping up with what titles have been presented when and to whom and following up to get orders. It's not feasible to add reporting on steps along the way. You will receive a monthly statement that will show sales to each account.

Why are you calling the discount "extra 20%" instead of 64% which is what it is? Because we wanted to leave the discount on existing sales the same, adding 20% only on the additional sales to national accounts was the simplest way.

I've heard that National Distributors ask for huge ad budgets in order to promote a title. Your program makes no mention of any ad budgets. Without an ad expenditure to go with it, how will my book stack up? Ingram and B&T require some data entry fees or advertising commitments which are not very significant. As for B&N, etc., they do like to have coop advertising available from the publishers, but this is only done when buys are going to be in the 1,000 or more copy range. When that happens, it's usually about \$1.00 or less per book for coop, but we really don't expect to run into this very often.

After one of the national sellers take me on, then what happens? Does my book just sit on a list? Do they promote it? It depends on the account. With the chain retailers, if they decide to buy the book, they will usually put it into a subset of stores where they think it is most likely to work. If it does well, then they will put it into more stores. B&N will likely at least put it on B&N.com which would likely result in some sales but not a lot unless you get some good publicity. With Ingram and B&T, they become listed. From time to time, we offer the opportunities to buy into a coop ad run in catalogs or their website, but really it is up to the publisher to generate sales through their own marketing. These are demand wholesalers and they do not market books to the stores but provide ways for publishers to market through them the same way New Leaf does.

How does my relationship with New Leaf and with the national accounts proceed over time? Your relationship with New Leaf for all but National Accounts is only affected by the change in payment terms. Once a title is ordered by a national account, then it is in their system and reorders are entirely based upon sales. They will continue to reorder as long as their sales criteria are met. Our part is to do everything possible to get the book into the stores. After that, it is really up to the publisher to keep up demand through exposure such as media interviews, blogs, social networking, etc. If you let us know of media exposure, then we will let the buyers know. Book signings can be arranged by the publisher on a store by store basis. It helps to be able to say that the book is in their system if that store is not carrying it. If a store agrees to a signing, we'll get the books to them.

What if my books are already listed in Ingram, Barnes and Noble and Baker & Taylor because I use LightningSource as my printer? (Also applies to iUniverse and other print on demand programs) While they are listed, this does not mean that they will sell because the buyers do not see them and do not put them out to stores. In some cases, the stores can only buy them non-returnable and at short discount which means they would only be bought very infrequently as special orders.

You will need to contact your print on demand provider and request that they remove your titles from their listings with the national accounts that you want us to handle. It has to come from you – not us.

My POD service handles Amazon for me which is part of their listings. What if they will not let me cancel listings without also cancelling Amazon? We are happy to take care of Amazon for you – just let

us know. That is not included in this program and we do not take extra discount nor are there other fees.

Will you handle Amazon for me if we do not use POD? Absolutely. We sell handle hundreds of titles with Amazon and can generally get through the 'electronic wall' to a live person to sort out problems.

Instead of paying fees by credit card or check, will you take a credit against what you owe me? The signup fee must be paid up front. Payment method for presentations will be optional. We send an invoice and if it is not paid in 10 days, we put it on your account to come out of your next check.

If my book is accepted into your program, how many copies would be required for the first year? How much advanced notice would I have in case I need to print more copies? There is really no way of telling how many copies might be needed. The distributors will likely order small numbers to begin with. The chains could order 2 – 300, but we are usually successful in keeping orders small and steady. You would have enough time between the date they order and their cancellation date on the order to reprint. We will not allow any accounts to order unreasonable quantities.

If I am not satisfied or my book is not selling, how long will I have to cancel? New Leaf has always done our best to serve you in a way that works for all. We think that this program will work as well or better than most national distribution deals. If for some reason it does not, then we will not hold you. You may cancel at any time. Any fees already paid are non-refundable. For example, if we have planned to present your books and have already charged you for a presentation, that fee would not be refunded, however we would not schedule more presentations and there would be no new charges. However, the contract will be for one year so that any sales from presentations already made will continue at the discounts detailed until the contract expires.

Do you offer other services such as warehousing? We do as part of taking on distribution clients. We also offer 'consumer direct fulfillment'.