**Prospective Client Questionnaire**

***CONFIDENTIAL***

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| --- | --- | --- | --- | --- | --- | --- |
| **Publisher:** | Enter name | | | | | |
| **Address:** | Click here to enter text. | | | | | |
| **City:** | click | **State:** | st | | **Zip:** | Click here to enter text. |
| **Contact:** | Click here to enter text. | | | | **Title:** | Click here to enter text. | |
| **Phone:** | Click here to enter text. | | | **Fax:** | | Click here to enter text. | |
| **Email:** | Click here to enter text. | | | **Web Address:** | | Click here to enter text. | |

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| --- | --- |
| **1. What are your projected annual gross sales for what NBN would distribute?** | |
| **$** | |
| **2. What is your anticipated annual return rate?** | |
| **%** | |
| **3. What is the average suggested retail price for your books?** | |
| **$** | |
| **4. What is the average net price for your books?** | |
| **$** | |
| **5. How many titles do you currently have in your backlist?** | |
| **6. What % of your annual sales are front list titles?**  **\_\_\_\_\_\_%** | |
| **7. How many new titles do you publish per year?** | |
| **#** | |
| **8. How many units do you ship annually?**        **#** | |
|  | |
| **9. Do you know what percentage of customer shipments are full cartons vs. loose picked?** | |
| **Full Carton** **=**     **%** | **Loose Picked** **=**      **%** |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **10. Please provide a breakdown of your sales by channel: book chains, independent bookstores, on-line resellers, wholesalers (Ingram, B&T), non-traditional booksellers (mass merchandisers, warehouse clubs, QVC, Home Shopping Network, gift shops, etc.)** | | | | | | | | | | | | | | | **On-line:**       %  **Book Chains:**      %  **Independent booksellers**:\_\_\_\_\_\_\_%  **Non-traditional:**     %  **Wholesalers:**      % | | | | | | | | | | | | | | | **11. What percentage of your units require special handling e.g. stickering, shrink-wrapping, pre-packs, etc.** | | | | | | | | | | | | | | | **%** | | | | | | | | | | | | | | | **12. Do you currently put Canadian suggested retail prices on your books?** | | | | | | | | | | | | | | | **Yes** | | **No** | | | **13. Do you currently put EAN and/or 13 ISBN digits on your books?** | | | | | | | | | | | | | | 1**3 ISBN** | **EAN** | | | | **EAN Price ext** | | **None** | | | |  |  | | | |  | |  | | | | **14. Of your returns, what percentage are returned to stock?** | | | | | | | | | | | | | | **%** | | | | | | | | | | | | | | **15. Would you want NBN to handle your remainder &/or hurt sales?** | | | | | | | | | | | | | | **Yes** | | **No** | | | **16. What is the percentage of adult titles versus children’s titles?** | | | | | | | | | | | | | | **Adult:**       **%** | | | **Children:**       **%** | | | | | | | | | | | **17. Who is your current distributor?** | | | | | | | | | | | | | |  | | | | | | | | | | | | | | **18. From what location(s) will your inventory be transferred?** | | | | | | | | | | | | | |  | | | | | | | | | | | | | | **19. Approximately how many units would be transferred to our facility?** | | | | | | | | | | | | | | # | | | | | | | | | | | | | | **20. Approximately how many units do you currently have in inventory?** | | | | | | | | | | | | | | # | | | | | | | | | | | | | | **21. Approximately how many pallets do you currently have in inventory?** | | | | | | | | | | | | | | # | | | | | | | | | | | | | | **22. How many units does your current distributor carry on average?**  **\_\_\_\_\_\_\_\_\_\_\_\_\_#**  **23. What percentage of your cartons are over 35 lbs?** | | | | | | | | | | | | | | **%** | | | | | | | | | | | | | | **24. Do your customers currently pay for shipping?** | | | | | | | | | | | | | | **Yes** | | **No** | | | **25. How do your annual shipments break down by format?** | | | | | | | | | | | | | | **Hardcover** =       **%** | | | | | **Trade Paper =**       **%** | | | **Mass Paper** =       **%** | | | | | |  | | | | |  | | |  | | | | | | **26 .What is your average book weight?** | | | | | | | | | | | | | |  | | | | | | | | | | | | | | **27. Do you require sales as a service?** | | | | | | | | | | | | | | **Yes** | | **No** | | | **28. Do you require sales & / or distribution in Canada?** | | | | | | | | | | | | | | **Yes** | | **No** | | **If Yes, what percentage of your business does Canada represent?** **%** | | | | | | | | | **29. Are you currently distributed outside of North America – and if so, by whom?** | | | | | | | | | | | | | | **Yes** | | **No** | |  | | | | | | | | | **30. Do you require NBN sales &/ or distribution outside of North America?** | | | | | | | | | | | | | | **Yes** | | **No** | | |  | |  | | | **31. Does your current distributor hold a reserve for future returns?** | | | | | | | | | | | | | | **Yes** | | **No** | | | **32. Would you like NBN to handle your eBook distribution?**  **Yes**  **No**  **33 If yes, how many eBook titles do you currently have?**  **\_\_\_\_\_\_\_\_#**  **34. Do you print/reprint using POD or digital short run? If yes, how many titles?**  **\_\_\_\_\_\_\_\_#**  **35. What are your IT specifications with respect to:** | | | | | | | | | | | | | | **a). Version of Windows/Mac:** | | | | | |  | | | | | | | | **b). Version of Excel:** | | | | | |  | | | | | | | | **c). Version of Internet Explorer:** | | | | | |  | | | | | | | | **d) Do you have broadband (or better) internet connection?** | | | | | | | | | **Yes** | | **No** | | | **36. Should you come to us, what date would you want to commence?** | | | | | | | | | | | | | |  | | | | | | | | | | | | | | |
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| **Additional Comments:** | |
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