**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** **=**      **%** |
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| **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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