



BAKER & TAYLOR

A Follett Company

STEPS

New Bookstore Opening Program

Dreams to delivery in six weeks

One of the most daunting tasks booksellers face when opening a bookstore is choosing the perfect mix of books and sidelines so that on opening day the store has an inviting selection that will bring customers back again and again.

Baker & Taylor is special because we can provide virtually any book and audiobook, as well as a robust selection of sidelines. We work with more than 30,000 publishers and gift vendors, which lets bookstore owners consolidate their opening orders with a single supplier for the greatest ease and convenience.



Books waiting to be shelved at Brick & Mortar Books in Redmond, Washington

How It Works

Your regional sales rep will meet with you to understand your store's needs based on its size, your budget, and your areas of specialization. We will compile a customized list of suggested titles based on your needs and the categories you identified. Then you select the items you want from the list to build your order. After the list is finalized, Baker & Taylor will ship the items you selected to your store **packed by subject** for easy shelving.

Baker & Taylor put its faith in us with their STEPS program and it allowed us to open with more books, more sidelines, and more employees from the start. The decision was easy; you guys really made it a no-brainer.

— DAN ULLOM, Brick & Mortar Books in Redmond, Washington

Additional Features and Ongoing Service

We're happy to offer all of the following just for choosing Baker & Taylor to help you open your store:

- We can cultivate an in-depth selection of regional-interest titles. Simply discuss your needs with your sales rep and we'll take it from there.
- We use a two-tiered approach to developing our title lists to provide the right number of suggested titles for the sections you plan to emphasize.
- Once your order is complete, we provide your final inventory data so that it can be used within your point of sale (POS) system when you open your doors.
- We grant a free subscription to bibliographic data for your POS system for one year.

Pricing and Discounts

BOOKS

STEPS orders earn a flat 43% discount on all trade hardcovers and paperbacks. We suggest having your orders ready four weeks before your projected opening date to allow for the best fulfillment.

A 1.5% discount off book purchases will be allowed when a wire transfer accompanies an order.

Short-discount titles are not part of our recommended assortment, but, if ordered, they will be billed with the following discounts using the Baker & Taylor price key indicator:

E – 25%	F – 35%	K, S – 25%	N, Q – 5%	O – 32.5%
U – 25%	V, Z – 15%	W – 21.5%	X – 20%	Y – Net +\$4.95 per book
3, 5, T – 10%	4 – 25.5%	6 – 24%	8 – 30%	

SIDELINES

Orders of sidelines, including journals, calendars, book lights, plush, and other gifts will receive a 45% discount. Short-discount sideline titles are not part of our recommended assortment, but, if ordered, they will receive a 20% discount. Sidelines are shipped with your book order and are eligible for the 1.5% discount when a wire transfer accompanies the order. Please note that some sideline items are non-returnable.



Account and Payment Information

If yours is a new store, you must first establish an account with us before we can place your order. Visit indie.baker-taylor.com where you will find a link to our New Account and Credit Application.

STEPS orders must be accompanied by payment unless you already have an account with an adequate line of credit. Orders may be paid by wire transfer or credit card. If you pay by wire transfer, you may claim an additional 1.5% discount off your order of books and sidelines.

Free Freight

Your \$5,000 minimum book and sideline order qualifies for free freight.

Baker & Taylor schedules your shipment for delivery with a custom carrier to arrive on the date you specify. All remaining backorders that do not ship in the initial delivery will be sent using UPS Ground and will also be shipped free freight regardless of the shipment size.



Shelf-Ready Delivery

All books will be boxed by category, making it easy for you to open the boxes and stock your shelves with little fuss. If you order sidelines, they will be delivered along with your book order.

Work with your sales representative to arrange your delivery date. Please allow 7-10 business days for delivery.

Returns

Books and returnable sidelines ordered through the STEPS program may be returned within six months of the initial invoice date. They will be credited at the full purchase price.

Contact Information

For further information about our STEPS program or to send your completed information sheet, please contact us at:

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Your goals. Our mission.

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