

Author Directions: Navigating your success through network collaboration

Advice and tips to help us make the most of your network and connections



Introduction

At Taylor & Francis, we like to provide a personal service to our authors and our global Corporate Institutional Sales (CIS) teams help us to achieve this.

Are you planning a launch for your book or know of an institution or employer, societies or association in your network who would appreciate volume book purchasing prices? Would your title be a useful resource for training, CPD, consultancy or brand building?

With special author discounts and volume order pricing, our CIS team are here to work with you on available purchasing options or facilitate potential leads you may have, to help put your book in both print and digital format in the right hands.

Overview of Corporate Institutional Sales (CIS)

1. Who are the CIS team?
2. What services do we offer?
3. How to work together/How you can help us, help you?
4. How to organise a Book Launch Event

Who are the CIS team?

We are a dedicated global team based in the UK, US, India, Singapore and Australia. We help by managing the sales process for authors, author related parties, co-publishers and a range of organisations who need dedicated customer service to meet their specific purchasing requirements.

Furthermore, CIS are engaged with specialist resellers, professional training organisations and consultants who serve the professional market. We have a global customer base of public and private funded Corporations, NGOs, Societies, Associations and Charities, all of whom are looking to consume our content in a range of ways.

Don't be afraid to get in touch and take the lead on what your purchasing needs are, whether it's a volume purchase for a book launch or for an organisation you have connections with. We are an enthusiastic, friendly and knowledgeable team, who are happy to talk through your needs and develop a solution for you.

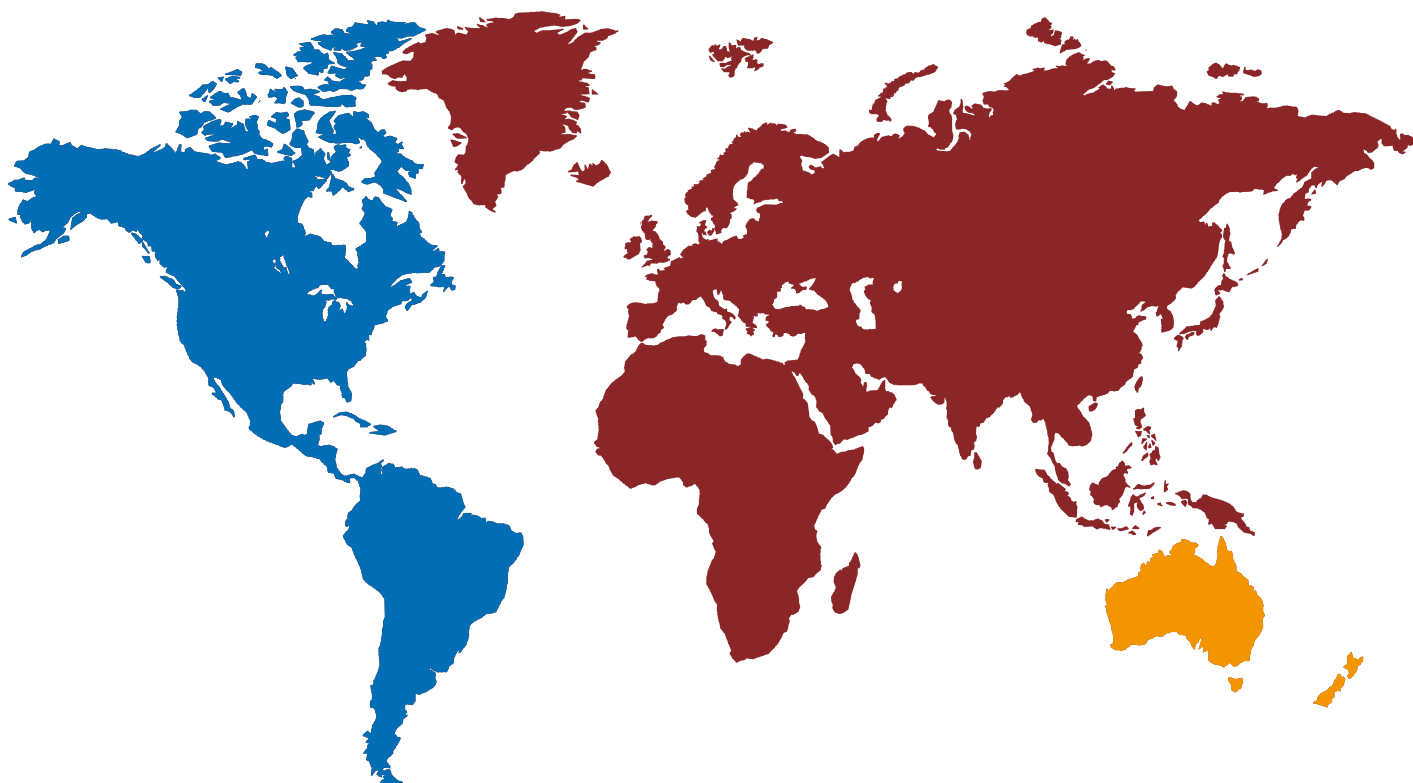
You may be able to open the door to a conversation with your connections or network that can lead to your book being purchased in volume.

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CASE STUDY:

I am a new author and was aware of potential interest with large government institutions where I had contacts, so I approached Taylor & Francis for quotes I could pass on. They explained options of how they could work with the title, including volume order discounts, customization and restricted paperback versions. I provided the Institutions with the contact details of the Taylor & Francis Executive who they then approached directly. This resulted in several Institutions exploring options, resulting in both purchasing over 1,000 books, each with a custom cover design, new foreword and in paperback format. Taylor & Francis managed all the changes directly with the customers as well as invoicing and fulfilment.

If you would like to get in touch with one of our dedicated team, contact one of the relevant teams in your region:



- UK, Europe and Rest of World: cis@tandf.co.uk
- North and South America: orders@taylorandfrancis.com
- Australia and New Zealand: books@tandf.com.au

What services do we offer?

We offer several services to help support you with your needs – they include:

- ☐ We facilitate your book or eBook purchase from start to finish
- ☐ We can provide 'on account' terms with credit for your volume purchases
- ☐ Special author discounts depending on the volume of purchase (you can re-sell your book with a discount and still make a small profit on sales!)
- ☐ Organise print and logistics: from single copies to large orders, distributing on your behalf, globally
- ☐ Sale or return: we offer the opportunity for you to return books you do not re-sell, conditions to this offer applies so please speak to us on what options are available

Read our case study where we helped an author make a volume book purchase.



CASE STUDY:

'300 books were purchased for an engineering consultancy to use internally and externally, explaining the organisations corporate responsibility goals in environment and sustainable development. The book was utilized as teaching material for courses and training sessions, and was used for outreach work with clients and stakeholders.'

If you are looking for something more bespoke to tie in with a special event or if you are a contributor who would like to distribute the chapters you have written, in an appealing format for a volume purchase, please speak to us!

We have many different ideas on creating bespoke print and digital formats, perhaps:

- ☐ The standard hardback is too expensive, and therefore a paperback version might be viable. Please note that re-sale of a custom paperback will be restricted and minimum purchase quantities may apply.
- ☐ Your organisation want to brand the jacket, or insert a new foreword, dedication or content to achieve a specific outcome?
- ☐ You want to distribute individual chapters?

Talk to us about how we can help you and your network. Do you have any specific requirements, contacts or ideas you would like to pursue?

Read our case study below where we worked with an author to connect with a company and produce a bespoke version of their book:

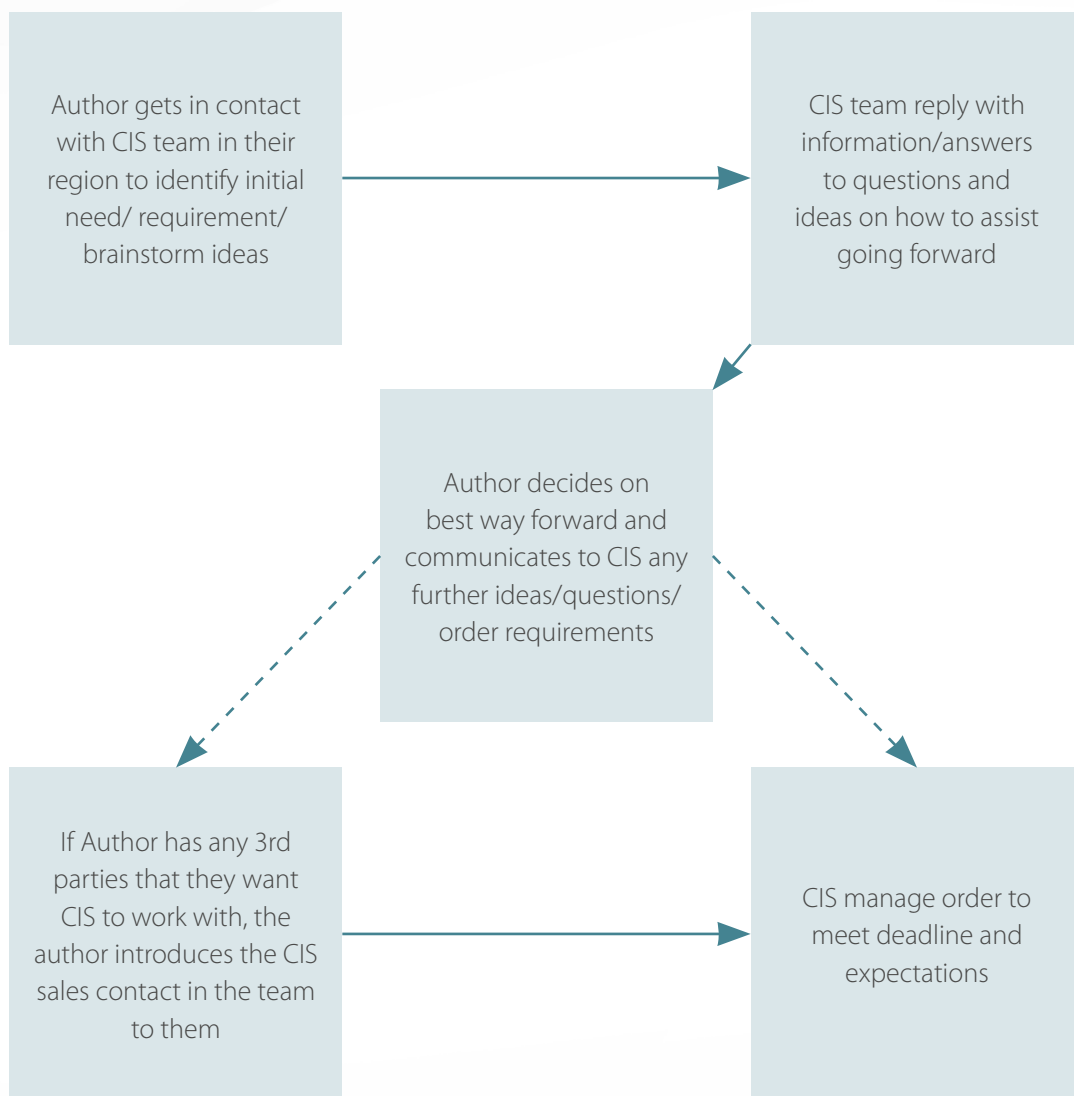
CASE STUDY:

'I was aware that an insurance company was looking to provide prospective customers with a book to develop brand recognition and support their credentials in the market. The book is now widely distributed every year to several thousand members across different countries, with the company logo and inserts.'

How you can help us, help you

As an author, you have a wealth of connections, whether in your institution or employer, societies or association. We need your help to introduce us into those networks and convey why your book would be beneficial to them and how they can work with us. Our Corporate Institutional Sales team can make the best opportunity following introductions.

The diagram below illustrates how we work together with you:



Need ideas on how to seize an opportunity? Our case studies below give examples of how our authors took the lead to get their book into their networks.

CASE STUDIES:

'My association put me in touch with an overseas party who were seeking an instructor to train public officials. I asked for my book to be provided to the delegates in support of the course. T&F handled the payment, printing and shipping to a tight deadline.'

'I was doing some work with practitioners when a training organisation approached me to use my book on their courses. T&F were able to produce a restricted paperback edition for my own use at a price point that was acceptable for my work and that of the training company. I purchased 200 copies through a T&F author account and was able to settle the invoice with the payment made by my customers.'

'My organisation co-publishes with T&F and required books in Europe and US for significant events – but some weeks before the publication date of the book that was linked to the event. T&F used printers in the destination countries to speed up the process, delivering the books in good time.'

In summary, we work with authors, and author's employers, customers, networks, organisations and affiliations to get books and eBooks in the right hands. Here are just a few examples:

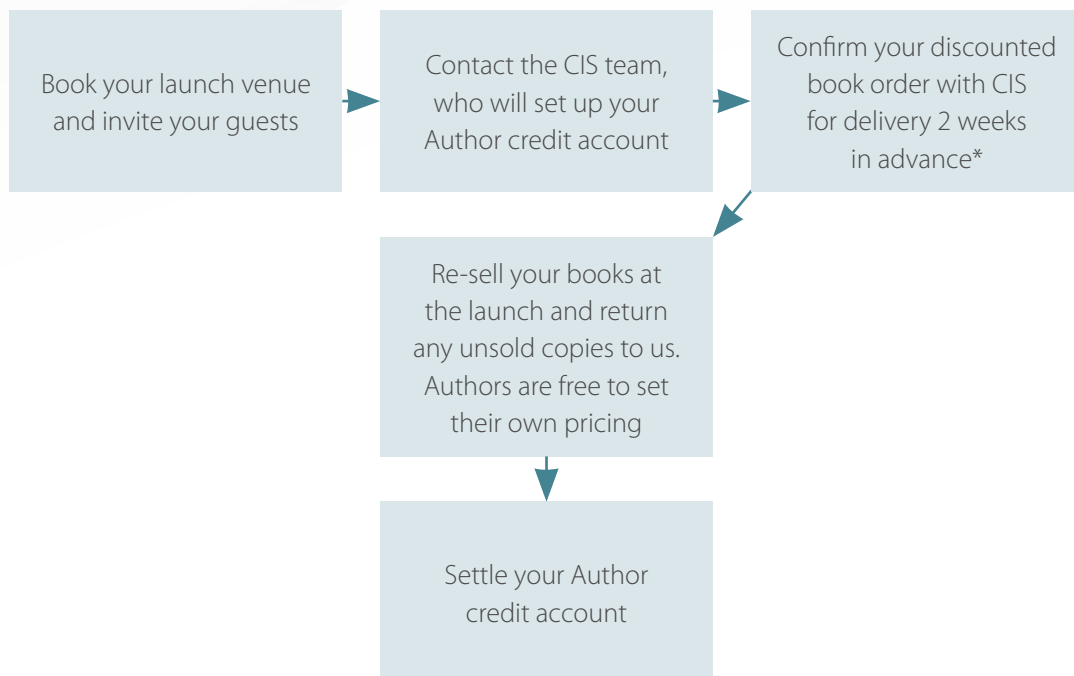
- ☐ Launch events
- ☐ Gifting, promotion and outreach
- ☐ Training and consultancy
- ☐ Brand building
- ☐ Exhibitions and events



How to organise the book launch

The Corporate Institutional Sales team can support you with one of the most important aspects of publishing your book – the book launch.

Our diagram below shows an example of how you can successfully plan your launch event with our support and re-sell copies of your book.



In addition, CIS can also provide promotional flyers with an event specific web discount code. Please confirm if you would like to receive this.

*Some books and delivery locations may require longer lead times, check with CIS upon planning.

Read our case study with an author who organised their own launch, and discover how we supported their aims.

CASE STUDY:

'I agreed to hold a seminar with Q&A session at a conference in Berlin with the organisers agreeing to hold a launch event for my book, and provide a free copy in all delegate bags. I needed the books to be delivered to Berlin prior to the books official publication date in readiness for the conference. The CIS team negotiated a discounted price for x1200 copies directly with the conference organisers which worked within their budget, and organised credit terms enabling the books to be reprinted quickly. The books were specially printed and shipped to the conference hotel in Berlin within a very short timescale.'

Conclusion

Our global Corporate Institutional Sales team are here to provide a personal service to our authors. Working together we can tap into your connections to help get your books and eBooks in the right hands.

If you would like to talk about your ideas and the opportunities this can generate, contact one of the relevant teams in your region:

UK, Europe and Rest of World: cis@tandf.co.uk

North and South America: orders@taylorandfrancis.com

Australia and New Zealand: books@tandf.com.au

Contractual Queries

If you have questions regarding contractual agreements, please contact your T&F editorial team. Please include the book title and ISBN with your message to help speed response time.

Not sure who your editorial contact is? Find the editor for your subject area below:

Routledge & CRC Press

www.routledge.com/contacts/editorial

