

2012

College Store Spring-Term Readiness Kit



College stores are looking for ways to be more competitive since many students are shopping elsewhere for their adopted course materials. You want to provide your student customers with the options that will help you capture more of their purchases in your store and through your website. This Spring-Term Readiness Kit will serve as your guide to the tools and information available from Cengage Learning to help you do just that.

At this fall's state and regional college store association meetings, more stores than ever told us they want to partner with Cengage Learning on innovative strategies. These conversations focused on custom and digital adoptions as well as online opportunities — all of which are covered in this kit.

Here's some of what you'll find inside:

- ▶ **Custom:** Cengage Learning Custom Solutions, processes and policies can provide you with a competitive advantage
- ▶ **Digital:** According to a recent [survey](#)*, where adequate support and training is provided, 70 percent of students prefer to take a course with a great deal of technology. Learn how Cengage Learning's CourseCare initiative is driving greater student utilization of, and demand for, those adopted bundles that contain digital solutions and access codes
- ▶ **CengageBrain Affiliate Program:** You can offer your students more choices ranging from rentals to eBooks to eChapters and earn a commission doing it
- ▶ **Service Plus Website:** Our newly revamped college store website is now better equipped to help you be more efficient (e.g., using the Title Research, Ordering and New Edition tools) and drive increased student sales (e.g., using the My Choices, Technology Descriptions and In-Store Merchandising features)
- ▶ **Service Plus Program:** Achieve your desired program status and take advantage of the program's money- and time-saving offerings

We hope you find the information and tools in this comprehensive resource to be helpful as you develop your spring-term marketing strategies.

We invite your feedback. Please send comments, questions and suggestions to us at collegestore@cengage.com.

Stephen Hochheiser

Vice President College Store & Public Affairs

Kendra Calvert

Sell-Through Marketing Manager

* "Instructors and Students: Technology Use, Engagement and Learning Outcomes," Cengage Learning/Eduventures, 2010

Custom Solutions from Cengage Learning — Sell more in your store with no online competition!

Cengage Learning is committed to partnering with the nation's college stores to serve instructors and students and sell more books. Our custom solutions offer a unique set of benefits—exclusivity, flexibility, collaboration and value—to provide your bookstore with sophisticated results.

Why Drive Cengage Learning Custom Solutions in your bookstore? Custom provides **Sophisticated Results.**

We've researched how custom solutions impact a bookstore's sell-through. Take a look at these compelling statistics:

87%

The bookstore sold through **87% of the inventory** that they purchased

This meant that **83%** of the expected students **enrolled in the course bought a book** from the bookstore

83%

With Custom, you're in **CONTROL.**

Custom titles represent an unparalleled competitive advantage at your store since these titles have a unique ISBN and are not available to students through other online sites.

Professors are your collaborative **PARTNER.**

Professors take part in the process of building the book and they want students to use it, which increases sell-through for the bookstore.

Students see **VALUE** in Custom.

A custom product is often more price-competitive with added value for the student.

Cengage Learning Custom Solutions offer **FLEXIBILITY.**

Cengage Learning's higher 20% returns limit makes it easier to stock Custom titles.

Cengage Learning is invested in your **SUCCESS.**

Our sell-through program (including our First Class In-Service tools and our reps' assistance in motivating students to buy what's adopted) gives you more confidence that your Cengage Learning Custom adoptions can sell more copies through your store.

Cengage Learning provides **SUPPORT.**

"My Service Plus" online resources make Cengage Learning easier to work with than our competitors.

To learn more about

Custom Solutions for Bookstores, visit

<http://serviceplus.cengage.com/b2bstore/custom.html>

To find your custom sales representative,

visit <http://custom.cengage.com/repfinder.html>

To place your custom order:

Custom can be easily ordered online via Pubnet or Service Plus.

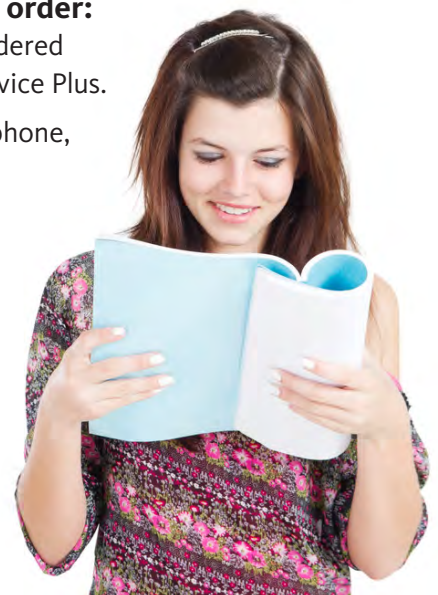
To place your order via phone, fax or mail:

Phone: 800-355-9983

Fax: 800-487-8488

Mail:

Cengage Learning
Custom Solutions
Attn: Order Fulfillment
P.O. Box 6904
Florence, KY 41022



Introducing CourseCare from Cengage Learning

Available exclusively from Cengage Learning, **CourseCare** is a revolutionary program designed to provide professors and students with an unparalleled user experience with their Cengage Learning Digital Solution. Digital solutions experts provide one-on-one service every step of the way—from finding the right solution for the course to training to ongoing support.

Helping instructors implement their adopted technology increases student engagement and drives revenue through your store! **CourseCare** has already increased student utilization of the adopted Cengage Learning digital solution by 64%!

Over **20,000** instructors have experienced CourseCare. Here is what they are saying...

- 100%** agree that the trainer was knowledgeable.
- 96%** agree the training was relevant.
- 95%** agree they would recommend the **CourseCare** training to a colleague.
- 93%** agree that because of **CourseCare** they are more likely to suggest their colleagues use a Cengage Learning digital solution.



Digital Solutions Managers & Sales Representatives

The **Digital Solutions Manager** and **Sales Representative** partner with instructors to understand their unique needs and provide them with the right digital solution to meet their goals. They continue to work with instructors and students, ensuring that the Cengage Learning Digital Solution keeps pace as the course evolves.



Service & Training Consultants

The **Service and Training Consultant** provides professional training on the adopted digital solution that is flexible to meet the demands of busy schedules. Online or face-to-face, they can work with instructors to deliver a highly customized training program designed to meet their specific needs and requirements.



Digital Solutions Coordinators

The **Digital Solutions Coordinator** is a dedicated resource, assuring that the course has a smooth start and stays on target to meet instructors' goals. From set-up to student activation and usage reports, the Digital Solutions Coordinator ensures that professors and students are getting the full benefit of their Cengage Learning Digital Solution.

In-Store eTextbooks

Sell eTextbooks on the shelf in your store—a great solution for your financial aid students!



Students are buying eTextbooks . . . are you selling them?

Because your students want choices—and you want to drive sales—start offering your students eTextbooks today with the CengageBrain College Store Affiliate Program and In-Store eTextbooks!

1 **NEW** All CengageBrain eTextbooks are available as in-store eTextbooks with NO minimum order quantity.

eTextbooks In Your Store!

Offer your students the digital option for ALL CengageBrain eTextbooks

- ▶ Contact your Cengage Learning representative to purchase in-store eTextbooks
- ▶ Purchase for 15% below the CengageBrain price and sell on the shelf or behind a counter
- ▶ Offer students choice and the perfect financial aid solution
- ▶ Find title lists, marketing tools and more on Service Plus <http://serviceplus.cengage.com/b2bstore/eBooks.html>

2 **CENGAGE brain**sm
CengageBrain College Store Affiliate Program
Earn 12%–15% commissions on all sales driven through your website to CengageBrain.com. Here's how:

- ▶ Register and find out more at <http://serviceplus.cengage.com/b2bstore/cengagebrain2.html>
- ▶ Get your website ready for click-through sales of eTextbooks and eChapters
 - Set up links
 - Create your eTextbook and rental catalog – Identify the eTextbooks and rentals related to your adoptions by clicking the "My CengageBrain" button at <http://serviceplus.cengage.com/b2bstore/MyServicePlus>
- ▶ Market to your students online, through emails, and in-store with customizable shelf tags (available through Service Plus)

Go DIGITAL and SAVE!

eTextbook for

Author: Starr / Evers / Starr
Title: **Biology: Today and Tomorrow**
Edition: Third Edition

CENGAGE brainsm – buy. *rent*. access.

CengageBrain College Store Affiliate Program

Two great solutions to satisfy more students: CengageBrain and Verba

- Capture more student market share
- Offer your students the textbook options they are looking for



Today's students are savvier than ever when buying textbooks. As comparison shopping and online ordering options become the norm, bookstores must work harder to stay competitive — and we can help! Whether students want an eTextbook or just need a few chapters, CengageBrain enables you to provide the course material options your students are looking for.

Become a CengageBrain affiliate and drive more student sales

- Significant commissions
- Online promotional assets
- In-store marketing materials
- Order tracking and reporting

Join today. It's easy!

- Register at www.serviceplus.cengage.com
- Use My Choices to manage your store's list of student options
- Implement CengageBrain products into your online catalogs
- Drive traffic to your web site

For complete details:

Visit: <http://serviceplus.cengage.com/b2bstore/cengagebrain2html>.

For more information contact:

Kendra Calvert, Sell-Through Marketing Manager
kendra.calvert@cengage.com

Content your students need

CengageBrain offers more than 15,000:

- eBooks
- eChapters
- Print textbooks
- Textbook rentals
- Audio books

Content in the format they prefer:

- Laptop
- Desktop
- iPad
- iPhone
- Android

NEW! Verba Compare and CengageBrain Partnership

Be the One-Stop Shop in an Online World!

Many, many students visit your site to find out what materials have been assigned for their courses, then head to other online resellers to purchase. Verba's price comparison tool puts comprehensive pricing and availability information from other online retailers right on your site, so students stay right where you want them. It's easier for the student and better for the store. The vast majority of students who are exposed to this information purchase from the college store!

Make money even when students purchase from other sites!

Some students will still purchase from other online sites despite the advantages your store offers. When those students make their purchases from other sites through the Verba tool, you receive a portion of that revenue. When that site is CengageBrain, you receive a 12% revenue share — the highest commission available through Verba.

Get the highest commission available through Verba!

The screenshot displays the Verba website interface with several key sections:

- Navigation:** Contact, Features, Pricing, Our Clients & About Us, News & Blog.
- Service Categories:**
 - Verba Compare:** Comparison Shopping Application
 - Verba Compete:** Textbook Pricing Analytics
 - Verba Collect:** Adoptions Management Application
- Be The One-Stop Shop (In An Online World):** More and more students are buying their textbooks online. Bring them to your site, recapture sales and collect the business intelligence you need to successfully challenge online competitors.
- Give Students Every Reason To Stay On Your Site:** Many online shoppers visit your site to see what books are assigned for their courses, then head to your online competitors. Verba's price comparison tool puts pricing and availability information from other online retailers right on your site, so students stay right where you want them.
- Remind Them That Price Isn't Everything:** There's hardly a student who hasn't dropped a class or changed their schedule. But sometimes students forget about how valuable buying from the campus bookstore can be: easy returns, same-day pickup, guaranteed accuracy. Verba helps you remind students of these convenience advantages and makes sure they compare offers on more than just price.
- Price Comparison Table:**

Price	Retailer	Condition	Availability
\$14.99	Campus Store	Used	No description
\$15.00	Campus Store	New	No description
\$15.00	Hill.com	Good	No description
\$15.25	Amazon	Like New	No description
\$15.00	Amazon	Acceptable	Description
\$20.25	Amazon	New	No description
\$20.25	Amazon	Good	Description
\$22.00	Hill.com	Like New	No description
\$22.00	Hill.com	Acceptable	No description
\$23.25	Amazon	Like New	Description
\$26.00	Hill.com	Signel	No description
- Checkout from UVerba Campus Bookstore:** Ready to Buy from Us? [Check Out](#)
- Price Comparison Features:**
 - Pulls real-time item listings from campus store and other retailers
 - Your store's listings highlighted and advantages explained
 - Streamlines purchasing process items from multiple vendors
 - Simple Single Checkout guides students through checkout process
 - All purchases completed on merchant site — Verba never sees payment info
 - You keep 100% of your sales, and receive up to 8.5% of competitor sales
- Make Money, Even When Your Competitor Wins:** Some students are going to buy from your online competitors despite the advantages your store offers. When those students make their purchases through the Verba tool on your site, you receive up to 8.5% of those sales.
- Rapidly Respond To The Online Marketplace:** You need to know how effectively your store is competing to win in the online world. Verba's price comparison tool gives you a state-of-the-art analytics interface with near real-time data on student purchasing patterns and price points.
- Go to KU Bookstore's Live Price Comparison Installation**
- Know How Every Book Sells From You And Your Competitors:** Start by viewing top-line numbers for month, week or day, then drill down to compare your success on individual courses and books. Verba gives you the power to make informed decisions about your online pricing and marketing strategy based on actual student reaction and decision-making.
- Update Your Pricing And Availability At A Moment's Notice:** For supported e-commerce solutions, pricing and availability are updated in real-time from your e-commerce web services feed. If your store hasn't enabled web services yet, updates are as simple as uploading a report from your e-commerce or POS solution. We take care of interfacing with your e-commerce solution to ensure seamless checkout integration.
- Price Comparison Analytics:** A line graph showing sales trends from August 5, 2010, to September 2, 2010. The graph compares sales from the bookstore, Amazon, Hill, BookSurfer, and Amazon.com. The bookstore shows the highest sales volume, peaking around 50 units in late August.

The Service Plus website can help you sell more in your store and through your website!

Research your requisitions online

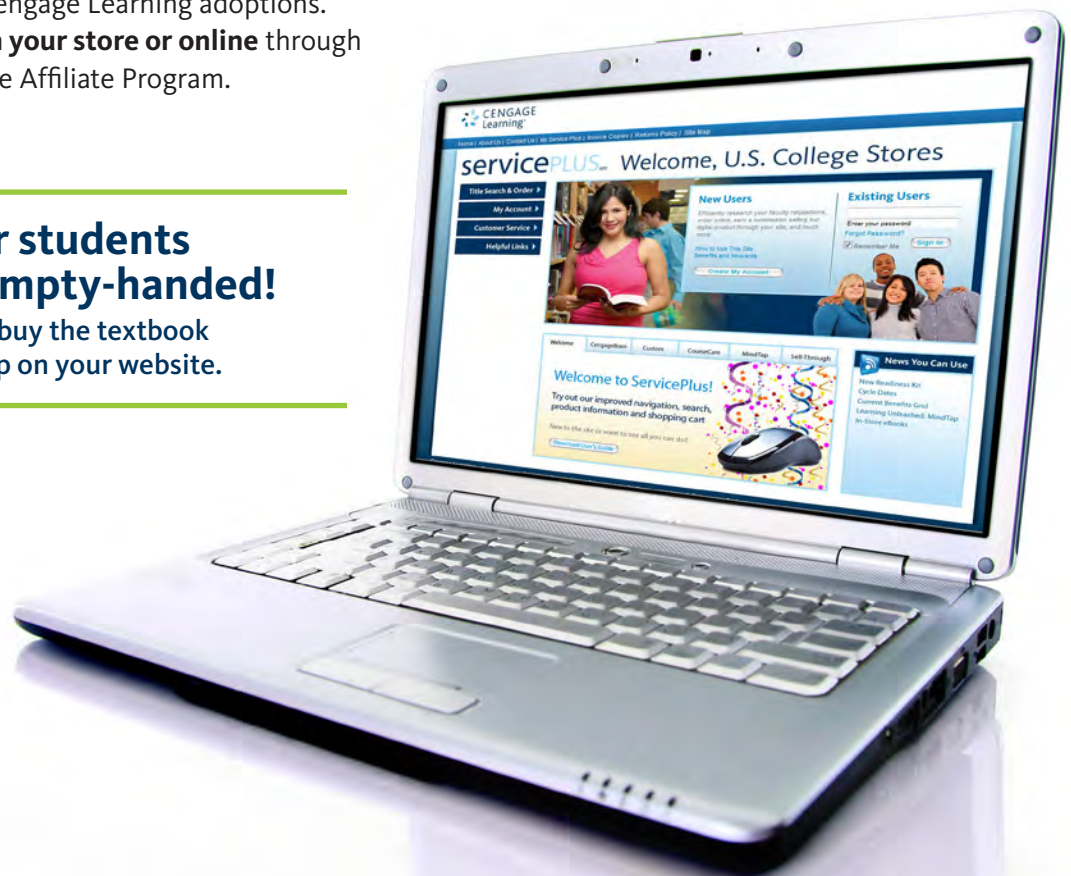
- ▶ The Title Research and Ordering functions provide you with all the information you will need to verify the accuracy of your faculty requisitions and build your order. Watch for valuable ordering suggestions (supplements, In-Store eTextbooks, etc.) to help you **sell more in your store**.

Use your account-specific “My Service Plus” pages to access this valuable information:

- ▶ **My Choices:** Offer your students **more choices in your store!** Find out what alternate formats (loose-leaf, Advantage Series, In-Store eTextbooks) are available for your adopted Cengage Learning titles. Our CengageBrain College Store Affiliate partners can also use this link to find out what rentals, eTextbooks and eChapters are available.
- ▶ **My New Editions:** Find out which of your Cengage Learning titles will have a new edition available along with the deadline for returning the old edition. This information is especially helpful before buyback. You can even see the list of changes to the content of the new edition.
- ▶ **My Supplements:** Find out what student study tools are available to accompany your Cengage Learning adoptions. Offer these to your students **in your store or online** through our CengageBrain College Store Affiliate Program.

Don't let your students leave your store empty-handed!

Make sure they either buy the textbook or are motivated to shop on your website.



My Pages

Sell more to your students — Offer alternate formats in your store and through your website!

Your **My Service Plus** pages are designed to help you find valuable, store-specific information that will help you better serve your students and sell more in your store and through your website.

My Choices: Offer your students more choices in your store and on your website! Find out what alternate formats (loose-leaf, Advantage series, In-Store eTextbooks) are available in your store or through the CengageBrain College Store Affiliate Program for your adopted Cengage Learning titles.

The screenshot shows the 'My Choices' section of the servicePLUS website. The user is logged in as Matt Haas, a Platinum Customer. The page displays a list of textbooks with their alternate formats and prices. The table below summarizes the data shown in the screenshot:

Title	Format	ISBN	Your Price
Network+ Guide to Networks, 5th Edition	eBook	1-4239-5245-0	\$37.99
	eChapter	978-1-4239-5245-4	\$8.99
	Rental	-	-
Intermediate Accounting, 17th Edition	eBook	0-324-59237-X	\$121.48
	eChapter	978-0-324-59237-5	\$9.49
	Rental	-	-
Essentials of Understanding Anomalous Behavior, Brief, 1st Edition	Rental	-	-
	eBook	978-0-495-39273-5	\$47.99
	eChapter	978-0-495-39273-5	\$4.99
Perspectives on Astronomy, Media Edition (with CengageNOW, Visual Astronomy Labs Printed Access Card), 1st Edition	eBook	0-495-11362-2	\$43.99
	eChapter	978-0-495-11362-2	\$4.99
	Rental	-	-
General Chemistry, 8th Edition	eBook	0-319-55748-5	\$117.48
	eChapter	978-0-319-55748-7	\$6.99
	Rental	-	-
Applied Calculus, Brief, 5th Edition	Applied	978-0-547-15075-1	\$152.00
	eBook	-	\$93.49
	eChapter	-	\$23.98
Concepts of Database Management, 6th Edition	eBook	0-547-15147-9	\$39.98
	eChapter	978-1-4239-5147-1	\$6.99
	Rental	-	-
Cengage Advantage Books: Understanding Algebra, 8th Edition	eBook	0-495-60395-5	\$37.98
	eChapter	978-0-495-60395-5	\$2.98
	Rental	-	-

Price & Availability

Access valuable supplement and alternate format availability and pricing information.

The screenshot shows the servicePLUS website interface. At the top, there's a navigation bar with 'CENGAGE Learning' and 'VIEW CART'. Below that, a welcome message for 'U.S. College Stores' is displayed. A user profile for 'Matt Haas - Platinum Customer' is visible. A sidebar on the left contains navigation links like 'Title Search & Order', 'Price & Availability', 'Fast Order Entry', etc. The main content area shows a search for 'Financial & Managerial Accounting, 11th Edition' with a table of results. A callout box highlights the product details for this title.

Add to Cart	Quantity	Title Information	Net Price	Discount	Extended Price
<input type="checkbox"/>	1	Financial & Managerial Accounting, 11th Edition Warren/Reeve/Duchac Publication Date: 02/25/2011 ISBN-10: 0-538-48089-0 ISBN-13: 978-0-538-48089-5 Title Status: IN PRINT Estimated In-Stock Date: 02/25/2011 Number of Units per Carton: 6 Binding Type: HB Other available versions of interest: Related Cengage Learning products: Glorious Lawn Care Practice Set with General Ledger Software, 24th ... Add Digital Revolution Services Practice Set with General Ledger Software for Warren/Reeve/Duchac's Accounting, 24th, 24th ... Add Luxurious Spa Practice Set with General Ledger Software for Warren/Reeve/Duchac's Accounting, 24th, 24th ... Add	\$169.50	NET	\$169.50

The Service Plus site gives you the tools you need to offer alternate choices and supplements for your Cengage Learning titles

You can also expand your online storefront offerings through our CengageBrain College Store Affiliate Program.

servicePLUSsm Benefits At A Glance 2012

<i>The status you earned as of 10/1/11 will remain in effect through 9/30/12</i>	Bronze Level	Gold Level	Platinum Level
Store Qualifications October 1, 2011 – September 30, 2012	All Cengage Learning college store customers qualify at the Bronze level.	<ul style="list-style-type: none"> Stores must maintain a net purchase volume of \$25,000 for the cycle Annual returns ratio is less than 20% Bill-to account must meet Credit Department approval 	<ul style="list-style-type: none"> Stores must maintain a net purchase volume of \$50,000 for the cycle Annual returns ratio is less than 15% Bill-to account must meet Credit Department approval
Returns Policy	12 months from the date of invoice	15 months from the date of invoice	Life of the Edition
Custom Returns Policy	20% 12 months from invoice date	20% 12 months from invoice date	20% 12 months from invoice date
Ordering Discounts	N/A	1/2% discount on all orders received electronically May 15 through June 29 <i>(Orders must ship by June 30 to qualify)</i>	1% discount on all orders received electronically May 15 through June 29 <i>(Orders must ship by June 30 to qualify)</i>
Deferred Payment (upon request)	June: payable September 15 July: payable September 15 November: payable January 15	June: payable September 15 July: payable September 15 November: payable January 15	June: payable September 15 July: payable September 15 November: payable January 15
Stock Locator Service*	Yes	Yes	Yes
Centralized Permissions Service*	Yes	Yes	Yes
CengageBrain College Store Affiliate Program (Sell & Rent)	serviceplus.cengage.com/cengagebrain2.html (earn 12% – 15% commission)	serviceplus.cengage.com/cengagebrain2.html (earn 12% – 15% commission)	serviceplus.cengage.com/cengagebrain2.html (earn 12% – 15% commission)
Sell-Through Assistance	Contact your Cengage Learning Sales Rep	Contact your Cengage Learning Sales Rep	Contact your Cengage Learning Sales Rep
Technology Product Training Resources	serviceplus.cengage.com/technology.htm	serviceplus.cengage.com/technology.htm	serviceplus.cengage.com/technology.htm

This supersedes all previously published program descriptions. Program details are subject to change. *Learn more about these services by visiting FAQs on serviceplus.cengage.com

The following tools, resources and activities are designed to help you sell to more students:



Personal Support from Cengage Learning

Your Cengage Learning District Manager (the Account Manager to whom your Cengage Learning reps report) will be contacting your store to discuss your spring adoptions.

During these meetings, they will deliver lists of the following to your textbook buyers and managers:

- New editions
- Custom titles
- Required technology bundles
- Available alternate formats
- CengageBrain College Store Affiliate Program
- Recommended supplements
- First Class In-Services scheduled for your campus



Cengage Learning Customer Service

Phone Order/Customer Service

Email: higheredcs@cengage.com
 Hours: Monday – Friday 8:00 AM – 6:00 PM EST
 Phone: (800) 354-9706 • Fax: (800) 487-8488

Credit Services

Phone: (877) 201-3962 • Fax: (859) 525-6544

24/7 Price & Availability

Phone: (800) 354-9706 option #6
 Website: www.serviceplus.cengage.com

Custom Solutions

Phone: (800) 355-9983 • Fax: (800) 487-8488
 Website: www.custom.cengage.com
 Email: customsolutions@cengage.com

College Store Marketing

Stephen Hochheiser: stephen.hochheiser@cengage.com
 Kendra Calvert: kendra.calvert@cengage.com
 Website: www.serviceplus.cengage.com
 Email: collegestore@cengage.com

CengageBrain.com for College Stores

Email: cengagebrain.affiliate@cengage.com



Service Plus Website— Available 24/7

servicePLUS_{sm}

Researching your orders:

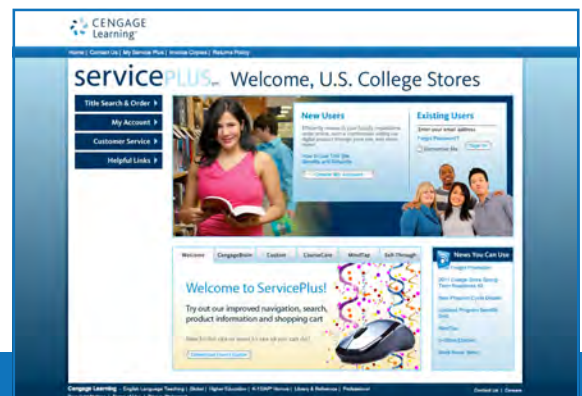
- “My Service Plus” pages
- Price & Availability
- Fast Order Entry
- Order Status
- Account Status

Increase your Sell-Through:

- Technology Descriptions
- In-Store Merchandising
- CengageBrain College Store Affiliate In-Store Marketing Kit

Offering students choices in your store and on your website:

- Alternate Formats
- In-Store eTextbooks
- CengageBrain College Store Affiliate Program



serviceplus.cengage.com