

The image features two large, thick black L-shaped corner brackets. One is positioned in the top-left corner, and the other is in the bottom-right corner, framing the central text.

# BARRIERS TO SALES

Or strategies for keeping things straight

# Some philosophical background on my outlook

- Oracle at Delphi / *“Know thyself”*
- Plato / *“What is it?”*
- Pythagoras / *“Everything is number”*
- *Thales and Democritus / Cornering the Market*

# Dynamic Nominalism

- Ian Hacking / Dialectical Realism
- Nominalism concerns itself with rejecting Universals or Abstracts
- Realism accepts Universals and Abstracts as being part and parcel of the way the world is.
- Dynamic Nominalism - traces the mutual interactions over time between the phenomena of the human world and our conceptions and classifications of them

# Publishing experience:

- University of Chicago Press - Marketing / Sales Client Distribution
- UCP- International Sales Manager
- UCP / Chicago Distribution Center – Sr. Client Liaison

# What is the worst thing that can happen in the sales process?

- You tell me?!

# What is the worst thing that can happen?

- The brilliant and effective sales team gets the orders, but:
- The publisher thinks they released the files to the vendor, but:
- The sales are actually made, but:

# What are Barriers to Sales?

- Anything that gets in the way of the publisher successfully serving its author, its organization, its readers, or its non-author contractual partners such as reps, distributors, vendors.
- Anything that gets in the way of the buyer successfully purchasing the book, whether for its own use (library, individual) or to participate in the trade (retail, wholesale, distribution)

# Types of Barriers - Print

- Publisher-related
  - *Production delays*
  - *Internal/Organizational*
- Metadata
  - *Bad data (wrong isbn, discount, classification)*
- Logistics and communications
  - *No Inventory! (late shipments, bad printers, customs)*
  - *Books available, not released*
  - *Metadata not sent*



# Types of Barriers – Print (cont.)

- Business Operations
  - *A/R issues*
- Contracts / Agreements
  - *Price/Discount disagreements*
  - *No Access to relevant market*
- Wildcard
  - *Commodity trading*

# Types of Barriers – E-book

- Publishing-related
  - *Production delays*
  - *Internal/Organizational*
- Metadata
  - *Bad data (wrong isbn, discount, classification)*
- Logistics and communications
  - *Files sent to vendor, not properly set-up\**
  - *Updates regarding products not received/ingested*
  - *Metadata not sent*

# Types of Barriers – Ebook (cont.)

- Business Operations
  - *A/R issues*
- Contracts / Agreements
  - *Price/Discount disagreements*
  - *No Access to relevant market*
- Wildcard
  - *Vendor enrolls books in program not approved by publisher*
  - *File leakage*

# Types of Barriers – POD / Short-Run Digital

- Publishing-related
  - *File Production delays*
  - *Internal/Organizational/Author-related*
- Metadata
  - *Bad data (wrong isbn, wrong discount, wrong production data)*
- Logistics and communications
  - *Files sent to vendor, not properly set-up*
  - *Updates regarding products not received/ingested*
  - *Metadata not sent*

# Types of Barriers – POD / Short-Run (cont.)

- Business Operations
  - *A/R issues (credit limits)*
  - *Manufacturing delays by vendor*
  
- Contracts / Agreements
  - *Selling Price/Discount disagreements*
  - *No Access to relevant market*
  - *Manufacturing price / discount disagreements*
  
- Wildcard
  - *Vendor enrolls books in program not approved by publisher*
  - *File leakage*

# Ultimate Causes

- Lack of efficiency, staffing, resources, or understanding
- Bad communications, whether verbal, written, or systems-related
- Out of sync and out of time processes:
- Contracts and gaps in agreed-understanding among interested parties

# Thoughts for the Near Future

- Publishing systems
  - *Integrated*
  - *Dis-integrated*
- Distribution Systems
  - *Integrated*
  - *Dis-integrated*
- Standards
  - *ONIX*
  - *Other communications*

# Thoughts for the Near Future

- Know thyself
- What was it?
- What will it be?
- We are all data companies / Everything is data
  - *Dynamic Nominalism*