

Getting Set Up with Gardners



Step 1-Publishers without a direct live account with Gardners

- Publisher has conversation directly with CPI.
- Publisher confirms to CPI which of the below discount codes they will offer Gardners.
- CPI will initially liaise directly with Gardners on publisher's behalf.

Publisher can opt for one of the following discount bands

The lower the discount the less will be given to retailers, unless a specialist publication 60% is the advised amount.

5 PUB CODES BY DISCOUNT

- 1-35%
- 2-45%
- 3-50%
- 4-55%
- 5-60%

Once publisher has agreed with CPI the code model they must submit New Title Spreadsheet ([Click here to download](#)) so titles can be set up by Gardners (including agreed discount code).

Payment is made by an invoice raised by publisher payable 60 days EOM. Invoice must be at agreed terms and must match the titles and quantities that CPI have delivered to Gardners. All invoices to include the following detail: This is a CPI order, order reference (D ref from CPI) and order date.

Step 2

After step 1 is up and operational and sales start to materialise the next step if required by publisher is to answer below to be considered to stock

If publisher wishes to be considered to be stocked, the please answer following questions and submit to gail.harbour@gardners.com

Questions for publishers

- Do you already have an account with Gardners?
- Are all your ISBN's on the proposal registered with Nielsen-if NO we cannot proceed.
- Are your ISBN's English and the books printed in English-If No we cannot proceed.
- How many titles do you have that you are proposing?
- What marketing are you doing in the UK/Europe?
- Sales achieved so far this year and previous year in titles and volumes?
- Who is your end customer, retail, educational/library, online?
- You must inform us by spreadsheet of any price or availability changes-are you able to do this-If No we cannot proceed.
- Publisher to complete our NTSS with bibliographic details are you able to do this-if NO we cannot proceed.
- Publishers to send Gardners an invoice at agreed terms that matches the titles and quantities that CPI have delivered to us. All invoices to include the following detail: This is a CPI order, order reference (D ref from CPI) order date.
- Stocked lines are expected to be on consignment and paid for when sold, this entails Gardners providing a monthly sales report that the publisher uses to raise an invoice once a month. Are you able to deal with consignment invoicing. YES/NO.