



Publishers
Communication Group

When you can't do it yourself.....

Consultants and Agents to the rescue!

Janet Fisher
Senior Publishing Consultant

ALPSP Webinar Marketing Team
of the Future, June 23, 2016



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Publishers Communication Group

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Senior Publishing Consultant

Marketing Consultancy
An Ingenta company

- Sales representation around the world
- Teleservices division promoting publisher content
- Market research





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1. What is a consultant?
2. When might you consider hiring a consultant?
3. How would you go about it?
4. What can agent partners bring to your organization?



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Consulting 101



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When would you consider hiring a consultant?

I did not want to hire anyone full time so I decided to go with a consultant who specializes in the nature of this type of project.

When you're unsure of a particular answer, or you would like a second opinion on an idea, you can hire a consultant.

By hiring a consultant, you have access to deeper levels of expertise than would be financially feasible for you to retain in-house on a long-term basis.

What is a consultant?

Experienced professional who provides expert knowledge for a fee. He or she works in an advisory capacity only and is usually not accountable for the outcome of a consulting exercise.

- Independent or in small agency
- Long tenure in scholarly publishing
- In-depth experience in a particular publishing specialty (e.g., product positioning, marketing strategy, society publishing, electronic content transitioning)

Types of Consulting

- **Business transformation consultants** are specialists in assisting business stakeholders to **align the strategy and objectives** to their business operations. This may include assisting in the identification of **business change opportunities** and **capability gaps**, defining solutions to enable required business capability (this may include technology, organizational, or process solutions) and **supporting the implementation** of these changes across the business.

Types of Consulting

- **Marketing consultants** who are generally called upon to advise around areas of product development and related marketing matters including [marketing strategy](#).
- **Strategy consultants** (aka [management consultants](#)) working on the development of and improvements to organizational strategy alongside [senior management](#) in many industries.

Scholarly Publishing Examples

- Market Analysis
- Marketing Plan Development
- Society Membership Growth Strategy
- SWOT Analysis
- Competitive Analysis
- Usage Data Review
- Editorial Review
- Digital Strategy
- New Product Development

Scholarly Publishing Examples

- Usability Study
- Focus Group Management
- Audience Development
- Tier Pricing Review
- Surveys
- Specialized Training
- Marketing Collateral Development

Examples

- Market Opportunities Analysis (aka Gap Analysis)
- Focus Groups
 - Faculty interaction with librarians
 - Product bundling strategy
- White papers and training videos
- Librarian support page analysis



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Partnering with Agents

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Why an Agent?

To sell your content in an area where you have no staff or office. An agent typically supports new sales, upsells, consortia sales, and renewals.

To manage a sales team when you don't want to deal with it. They have expertise with hiring, incentivizing, and managing sales staff.

To represent you at local library conferences, enabling direct relationships and understanding of local cultures and procedures.

Agents can be.....

- A company with employees in a range of territories. (PCG, Accucoms, iGroup)
- An individual representing a group of publishers in a particular region. (David Charles)
- A subscription agent with sales agents around the world selling their database content. (Ebsco)
- A company in one country dedicated to selling in only that region. (Maruzen, Kinokuniya, Globe)
- An individual working on behalf of a group of publishers being sold together. (Dragonfly and ISPG, Accucoms)

Sample Terms

- Commission only (new business, can include renewals or not)
- Management fee + commission
- Part time or full time
- Bundled with other publishers, or not
- Country or region
- Exclusive or not

Typical Publisher Interaction

- Contact within either Marketing or top-level Publishing Director to work with the agent
- Agreement on sales targets
- Publisher provides promotional material for the agent to use in their work
- Agents confirm pricing with publisher when negotiating
- Agents provide regular reports to the publisher on progress to targets, including pipeline and specific actions undertaken or in process



Thank you!

jfisher@pcgplus.com

+1 617 395 4033

