



## LOGISCO

### **Good Books & Company Begins New Chapter in Business with LOGISCO**

Good Books & Company is the brainchild of Lisa Bergren of Colorado Springs, Colorado, and Rebecca Price of Little Rock, Arkansas. The two, both of whom have experience in the publishing industry, saw the need for a bridge between quality Christian and family-oriented books and their readers. The company provides independent consultants with everything they need to successfully build their own business selling books and gifts through home shows, library builders and fund-raising programs.

“Christian publishing faces some of the same challenges as general market publishing,” said Price, CEO of Good Books & Company. “We are seeing distribution channels across the country consolidating and many of the mom-and-pop bookstores closing down. What that means is that unless you live in a city with a chain store, you often have limited access to good books. That’s why we started the company.”

Good Books & Company was founded in 2001, but it had been operating in a limited capacity to ensure that sales, ordering and distribution processes were working properly before offering the program nationwide. It was during this time that Bergren and Price recognized their need for a warehousing company with expertise in order fulfillment.

To grow the business properly, they had determined that they needed to focus their time and capital on building a first-class support system for their consultants and then concentrate on building their consultant base. All of that was in addition to a fundamental requirement in book distribution – keeping the offerings of titles current and managing their inventory and publisher relationships. From their previous experience, Bergren and Price knew an entire industry existed providing the necessary expertise, software, facilities and equipment to successfully handle the storage, picking and shipping of their orders.

“We originally used a company that specialized in warehouse management software, but we wanted to expand to order fulfillment,” Price said. “It was okay starting out, but as we expanded the business we began looking for a company with experience in fulfillment. We wanted our warehousing partner to be able to advise us of possible pitfalls and to grow with us.”

Price began researching companies through the Direct Sales Association Web site, the trade organization for the direct sales industry. LOGISCO had just joined the organization, and information about their experience in fulfillment with another DSA-member company is what attracted Price to them.



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“LOGISCO’s facilities in Arkansas were already experienced with fulfillment operations, and the central U.S. location helped minimize shipping costs for Good Books,” said Mike Jones, LOGISCO’s vice president of Business Development. “More importantly, being able to transfer the knowledge we had gained at another LOGISCO location about this unique industry (direct selling) has really helped us bring Good Books & Company online successfully.”

After being introduced to the direct sales industry by a fulfillment client in 2002, LOGISCO saw working with Good Books & Company as a way to test their knowledge before aggressively pursuing business with other direct sales companies. According to Chuck Cline, president of LOGISCO, “Fulfillment for direct sales companies is more complex than for many conventional clients we serve. Between order complexity, unique software systems to interface with, the potential for very rapid growth and sales swings, and the need to understand and support some very demanding practices and cultures, we could not approach direct sales companies with our industry’s standard solutions.”

With the successful inventory transition and start-up, Bergren and Price have been able to concentrate on the other aspects of launching a new business. They are off to a good start, but as with all new ventures, they have had to tackle unforeseen challenges. According to Price, “With all that we have going on, it’s comforting to know that our orders are being handled successfully without us having to work on that end of the business.”

For LOGISCO, the experience with Good Books & Company has helped prepare them for the unique needs of new direct sales clients.