

Mini-profile:

a day in the life of a journal sales director

**NANCY BUCKLEY**

International Journal Sales Director
Blackwell Publishing Ltd

One of the reasons I enjoy my job so much is that no working day or week is ever the same. My job involves a lot of international travel and so my role is split between being office based and on the road or, more frequently, in the air! In order to show you a glimpse of my working life I have used some artistic licence, picking out the different aspects of my job and fitting them all together into one action-packed day.

I run an international sales team at Blackwell Publishing, so my first task at 8 am is to call my Asian Sales Manager in Melbourne for an update on sales and team issues. While I'm sipping on my first coffee of the morning, she is ready to leave the office for the day to enjoy the wonderful Melbourne summer evening. Our discussions are currently centred on China and our newly opened

sales office in Shanghai. The Chinese journals market is a rapidly expanding one for all publishers and we are busy exploring creative ways to introduce electronic journals to a market that has, until last year, had to cope with limited access to reprinted paper journals. An exciting prospect!

After the teleconference come the e-mails. Because of the global nature of Blackwell, I have usually received many e-mails from our US and Australia offices overnight. If possible I like to answer these before the e-mails from people in the European time zone start to appear. I guess my e-mails tend to be split 50:50 between internal staff e-mails and external customer queries and correspondence. The customer e-mails come first (of course!) and at this time of year most are concerned with the renewal of existing consortia



agreements and the finalization of prices and licence terms. Internal e-mails are usually requests from editorial and marketing staff for information about our consortia sales penetration. Blackwell currently manages more than 500 publishing contracts with learned societies, and the analytical unit within my team helps to prepare data and reports for these clients so that they can see exactly who gets access to their journals through both subscriptions and consortia deals. This information feeds through into annual reports for current clients, and bid documents for new society contracts.

Internal meetings are also an integral part of my working day. I am currently working on possible new pricing models for institutions and feed this strategy into our Sales Policy Group. In addition to this I sit on our Journals Sales and Marketing Group to co-ordinate our pre- and post-sale marketing campaigns across the company. My other meetings include weekly staff updates with individual members of the sales team to discuss their key accounts, set targets and discuss performance.

Next stop – Heathrow Airport! This is where the fun, and often long periods of hanging around, begins. Thank goodness for wireless airport networks, my BlackBerry handheld and mobile

phone – oh, and designer airport shops, of course! Without all of these the endless hours of waiting for flights would drive me crazy. I am travelling to attend the Charleston Conference in the USA.

I usually try and spend half of my time in the air catching up with paperwork and reading the latest edition of *Serials* (what else?) and the other half watching a movie or sleeping.

When attending library conferences I generally split my time between manning the exhibition stand, listening to papers or meeting with librarians – usually in the conference bar!

These events are excellent opportunities for me and all of the sales team to keep informed of recent events in the information world, which is extremely important as we often have to discuss Blackwell's policy in relation to these themes when meeting with customers. Conferences are also extremely effective ways of meeting new prospects and networking with existing clients.

At the end of the day there is usually time to check into my hotel and freshen up before dinner. Most conference evenings are taken up with hosting customer dinners or catching up with other publisher colleagues. For me, the evening entertaining is the real perk of my job, although too many restaurant meals can play havoc with the diet! I genuinely enjoy the company of all of the librarian customers that we do business with, and find the dinner conversations invaluable as the informality (and flowing wine!) usually leads to a far more frank and open conversation than that which can be had at the conference booth.

Finally, after a half-day in the Oxford office, the chaos of Heathrow, a flight to the US, and then a full afternoon and evening with customers, it is time for bed so I'm ready for a fresh start in the morning. Good night!