

RETAILING BASICS



- ATTRACT CUSTOMERS
- BUILD BRAND AWARENESS
- INCREASE SALES

ATTRACTING CUSTOMERS

1. Define your target market.

Find out what the patrons want buy

- Surveys
- Observation
- Collection Analysis

ATTRACTING CUSTOMERS

2. Let the Patrons know you have what they want.

- Announcements
- Signage
- Personal contact

3. Look for ways to expand your market.

BUILDING BRAND AWARENESS

1. REINFORCE LOGO

- Consistent graphic message in size, style and color

2. CREATE AN ENVIRONMENT SYNONYMOUS WITH THE BRAND

- Do the amenities of your library reflect the products and services that the Patrons want?

BUILDING BRAND AWARENESS

3. DISTINGUISH YOURSELF FROM OTHER RETAILERS

- What makes you different from the local bookstore?
- What makes you better than the local bookstore?

CHANGES IN RETAILING

- Shopping time is on the decline for the over 45 set—except for bookstore and home improvement centers
- Kid power—36% of parents with children between the ages of 6 and 11 admit that their children significantly influence their purchasing decisions

A FEW MORE THINGS...

- Start selling on the outside of the building
- Transition zone—the first 10'
 - Area for greeting customers
 - Offer a basket or map
- Just past the Transition Zone is the best place to sell.
- People naturally move to the right

SO—WHAT DOES THIS MEAN FOR LIBRARIES?

- If you want to compete, you must start to think like a retailer.
 - Location
 - Customer service
 - Displays
 - Signage
 - Lighting



3 Rules for displays

1. Reduce Clutter
2. Cross Sell
3. Set a pleasing display

REDUCE CLUTTER



REDUCE CLUTTER



REDUCE CLUTTER



REDUCE CLUTTER



CROSS SELL

Pair movies with books

Holiday—books, food, travel, costumes, novels

Activity—how to books, history, location of origin, local connections

CROSS SELL



CROSS SELL



PLEASING DISPLAYS

- One object
- Symmetrical
- Asymmetrical

EASY DISPLAYS

- One object



PLEASING DISPLAYS

- Symmetry



PLEASING DISPLAYS

- Symmetry



PLEASING DISPLAYS

- Symmetry



PLEASING DISPLAYS

- Asymmetry



PLEASING DISPLAYS

- Asymmetry



PLEASING DISPLAYS

- Asymmetry



LOCATION

- At a focal point



LOCATION

- At a focal point



A FEW MORE NOTES

- Must be able to feel free to reach and grab the book
- You must feel the goods are meant to be taken.
- No one wants to take the last book on the ease!!!

AID THE SHOPPER

- Supply book bags for shopping
- Book bags need to be in several locations—so the patron can pick one up as their selections increase.

CHECK OUT AREA

Think about the supermarket

- Impulse books
- Event flyers
- Need to be touchable while in line
- Displays behind check out area for future events/announcements
- Books/DVD's on order (new releases)
- BUT WATCH THE CLUTTER!!

WHY CONSUMERS DON'T BUY

- Could not find the item
 - Could not locate it
 - Out of stock
 - Help not available
- “Stores need to be easier to navigate and be more intuitively organized” Scott Bearse, Deloitte & Touche.

OTHER IDEAS FROM RETAILING

- Affinity programs
- Retail location grouping—life style centers
- boutiques
- Gift Cards

HOW TO FINISH?

- STOP
- LOOK
- LISTEN

DISCUSSION





Prepared by:

Mary Gulash
Group3 Planners, LLC
8235 W. 71st Avenue
Arvada, CO 80004

303-456-4284

www.group3planners.com