

## 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



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## 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





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