

## RETAILING BASICS



- n ATTRACT CUSTOMERS
- n BUILD BRAND AWARENESS
- n INCREASE SALES

## ATTRACTING CUSTOMERS

1. Define your target market.

Find out what the patrons want to buy

- n Surveys
- n Observation
- n Collection Analysis

## ATTRACTING CUSTOMERS

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

- n Announcements
- n Signage
- n Personal contact

3. Look for ways to expand your market.

## BUILDING BRAND AWARENESS

1. REINFORCE LOGO

- n Consistent graphic message in size, style and color

2. CREATE AN ENVIRONMENT SYNONYMOUS WITH THE BRAND

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

## BUILDING BRAND AWARENESS

3. DISTINGUISH YOURSELF FROM OTHER RETAILERS

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

## CHANGES IN RETAILING

- n Shopping time is on the decline for the over 45 set—except for bookstore and home improvement centers
- n 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...

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

### SO—WHAT DOES THIS MEAN FOR LIBRARIES?

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



### 3 Rules for displays

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

### REDUCE CLUTTER



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## 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

- n One object
- n Symmetrical
- n Asymmetrical


## EASY DISPLAYS

- n One object



PLEASING DISPLAYS

n Symmetry




PLEASING DISPLAYS

n Symmetry




PLEASING DISPLAYS

n Symmetry




PLEASING DISPLAYS

n Asymmetry




PLEASING DISPLAYS

n Asymmetry



PLEASING DISPLAYS

n Asymmetry



## CAL-2007: Retail Design that Works for Libraries, Too!

### LOCATION

- n At a focal point



### LOCATION

- n At a focal point



### A FEW MORE NOTES

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

### AID THE SHOPPER

- n Supply book bags for shopping
- n 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

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

### WHY CONSUMERS DON'T BUY

- n 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

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

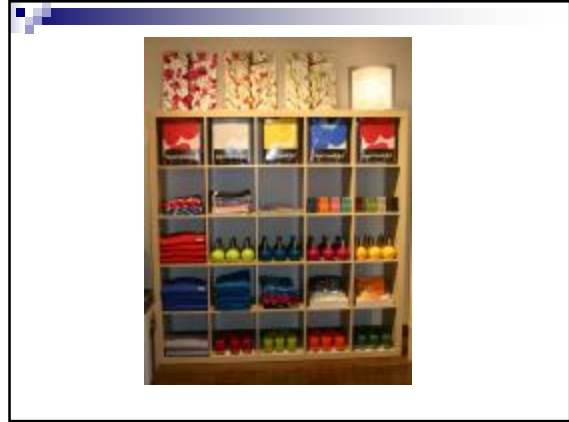
### HOW TO FINISH?

- n STOP
- n LOOK
- n LISTEN

### DISCUSSION



## CAL-2007: Retail Design that Works for Libraries, Too!



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