Merchandising training sessions:

- Connect our actions to the Strategic Plan
- Provide an overview and handout
- Offer Hands-on training (skill practice) or Feet-on training (touring a new area)
- Include time for Questions & Answers and an ongoing opportunity for feedback

Learning objectives for today

As a result of this training you will be able to:
- Apply merchandising basics in the library
- Describe your daily responsibility/work flow for merchandising in the library

Our #1 priority

Make it easy for the customer to find what they want.

Our Strategic Plan

Our Mission:
The Mount Laurel Library provides a real and virtual center where residents gather as a community for learning, for leisure, for life.

To read the full plan, see www.mtlaurel.lib.nj.us/plan.pdf

Our Strategic Plan

Goal One: The Library Experience

Mount Laurel Library users will encounter welcoming, flexible and inviting library space and customer-focused staff that support the library’s service program and meet community needs.
Our Strategic Plan

**Goal Three: A Great Library Collection**

Mount Laurel Library users will find a current collection of library materials and resources that anticipates their interests and meets demand.

Basic Merchandising Vocabulary

Merchandising encourages the use of library materials through attractive visual display.

**Basic Merchandising Vocabulary**

- **Gondola**
- **End Cap**
- **Slat Wall**
- **Accessories**
- **SPINE out**
- **COVER out**

**Basic Merchandising Vocabulary**

**Merchandising: A different approach to displaying library collections**

<table>
<thead>
<tr>
<th>Library Shelving</th>
<th>Merchandising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>Small</td>
</tr>
<tr>
<td>Lots of books</td>
<td>Many as attractive</td>
</tr>
<tr>
<td>Everything</td>
<td>Highlighted collections</td>
</tr>
<tr>
<td>Linear: Spine out</td>
<td>Organic: Spine/covers</td>
</tr>
<tr>
<td>Finding specifics</td>
<td>Browsing</td>
</tr>
<tr>
<td>Orderliness</td>
<td>Attractive &amp; orderly</td>
</tr>
</tbody>
</table>

Merchandising 101
Library Merchandising Basics

- **Who:** Every one
- **What:** Every display
- **How:** Variety of techniques
- **Where:** You choose the beginning!
- **When:** Every day
  Throughout the day

**WHO:**
Every trained staff member & volunteer merchandises

**WHAT:**
The key to successful merchandising is to keep displays looking full
Goals:
- 15 books per shelf (minimum)
- Mix of spine and cover out
- No empty slat wall

**HOW-TOs for Gondolas: 3 Steps**

1. **Tidy First**
   - Put books in order
   - Distribute evenly on shelves
2. **Turn covers out**
   - Find attractive covers
   - Find a balance, for example: 4 spine out to 1 cover out
3. **Fill in gaps on slat wall**

All gondolas don’t look the same

Books can be stacked (large in back, small in front)

All gondolas don’t look the same

Kids/Teen Series can be grouped together
**Keys to successful gondolas**
- Keep displays looking full
- Choose attractive covers to display
- Keep end caps full (2-4 books per holder)

**Keys to successful slatwall**
- See an empty spot? Fill it in!
- Stack books 2-4 deep

**Remember: Mess equals success**
It means that customers have been browsing and borrowing.
This is a good thing!

**WHERE to begin is your choice**
- No “ownership” of specific locations
- Everyone works on every area
- Helps us learn the whole collection

**WHEN:**
Merchandise every day, throughout the day

**Summary ... Merchandising Basics**
- Who: Every one
- What/How: Keep displays looking full
- Where: Start at one point, then move on
  Choose different areas to start
- When: Every day
  Minimum: 30 minutes per person per day
- Prime Time: 8-10 AM & throughout the workday
Remember …

- Different approaches are possible in managing our daily work
- We continually experiment to find what works best

More training during 2005

As Merchandising Tip Sheets are developed:

- Marketplace
- Family Room
- Teen Zone
- Living Room
- Stack End Caps

- Home & Garden
- Movies & Music
- Audio books
- Popular Nonfiction
- Reference