



Merchandising 101: Overview

Mount Laurel Library
2005

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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.

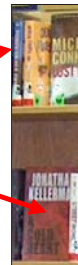
Basic Merchandising Vocabulary



Gondola

End Cap

Basic Merchandising Vocabulary



SPINE out

COVER out

Basic Merchandising Vocabulary



Slat Wall

Accessories

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

	Library Shelving	Merchandising
Scale	Large	Small
Quantity	Lots of books	Many as attractive
Selection	Everything	Highlighted collections
Approach	Linear: Spine out	Organic: Spine/covers
Encourages	Finding specifics	Browsing
Goal	Orderliness	Attractive & orderly

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 merchandisers

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

Our goal ...

- No "ownership" of specific locations
- Everyone works on every area
- Helps us learn the whole collection

WHEN:

Merchandise every day, throughout the day

Goal:

- Minimum 30 minutes per day (full-time)
- 8-10 AM do it as part of a team
- Throughout the workday/evening
- Self-manage your merchandising time

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