

## Exercise #1

### Develop Your Merchandising Eye

In this exercise you will practice how to improve real examples of library merchandising.

#### Instructions:

- A. Review each slide as it appears
- B. Note on your handout how you could improve each display.
- C. Identify the merchandising concept to remember
- D. After a quiet pause, we'll discuss each slide, in turn, as a group.

#### Successful Library Merchandising

- Full displays
- Colorful, attractive
- Variety of spine and covers
- Balanced visually
- Easy to maintain

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# 5



# 6



#### BONUS

- Look at displays from a customer's point of view.
- Merchandising becomes a regular part of all staff duties. It's not an add-on, it *is* our job.
- Keep signs short, sweet and to a minimum.
- Don't make displays *too* pretty. A good display makes you want to touch it.
- Mess equals success. It means that people have been there.