

Exercise #6

Talking Points

In this exercise you will create a talking point to address one of the concerns you identified today as a barrier to merchandising at your library.

The audience for talking points may be for staff, management, trustees, and/or customers. These are short, positive messages designed to persuasively state the library point-of-view.

- A. Review your notes along with any discussion during the day to identify a perceived customer, staff, management or trustee concern in applying merchandising at your library. Write it here:**

Audience:

Concern:

- B. Develop a short, positive talking point to address this concern:**

- C. Find a partner. You'll each have one minute to share the concern and practice your talking point with each other. Make any changes (if needed).**

- D. Now find *another* partner on the other side of the room. You'll each have one minute to share the concern and practice your talking point with each other. Make any changes.**