

## ***How Your Library Staff Plays A Critical Role in Value-Added Marketing***

It's difficult to remember that your library staff that makes daily contact with customers is your sales force. As librarians we get so caught up with the functional responsibilities of the staff — reference, inter-library loan, online searching — that it's easy to overlook one of the greatest value-added marketing assets libraries have available: its staff.

When customers make a decision to buy (to use) information, they really decide to buy three things: the service/product, the vendor (library or broker), and the sales person (staff).

Of the three decision points, the library staff member, as a sales person, has the greatest potential for winning and keeping satisfied customers through value-added information services. The library director that manages the library staff as a sales force will have an advantage when it comes time to justify library budgets and the "value of the library's services". That's because in value-added sale, the staff person plays the most direct role of liaison between library and customer, providing the best opportunity to affect the customer's work and life favorably.

Your staff can add value to your library's services by focusing on the following five role-playing areas.

**1. Need recognition.** People rarely buy something until they need it. Library staff members should focus on raising customers' awareness of their needs. Sales people should always be alert for opportunities; pointing out how a library service or product could help on a project will make customers feel like they are making a purchase decision rather than being sold to. Of course, to be a successful salesperson, you must know your customer's business. Staff members must get out of the library and into the customer's environment, be that office, clinic, laboratory, or assembly line.

**2. Decision making.** Understanding the customer's buying decision process can help you influence the buying process. A sales person who understands their customer's decision process anticipates customer demands and has the answers to questions and materials ready to support and demonstrate applications. Being prepared projects a value-added image to customers.

**3. Ordering.** The purpose of a salesperson is to collect orders — for online searches, reference questions, inter-library loans etc. A good sales person will make placing the order easier for the customer. "Cutting red tape" and personally picking up a book order are two customer convenience service strategies that add value to your library services. A simple change in order taking may eliminate a major headache for the customer and provide a significant value-added service for the library.

**4. Usage.** Many times a library's product will sit on a desk unused because the customer can't figure out how best to use it. The value-added sales person will focus on ways to help customers best apply and use the library's products and services.

**5. Service.** Library staff members should realize that often it's the promise of great service that persuades customers to give the library an order. However, the actual performance of the great service is what assured the library of repeat business. As value-added sales people, the library staff should focus on delivering memorable service after the sale. Getting auxiliary information, resolving complaints — just keeping in touch with the customer will keep the doors open for additional information service orders while maintaining a positive, proactive image in the eyes of your library customers.

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## Pearls of Wisdom

The University of Tennessee at Knoxville and Cedar Rapids Public Library were winners of John Cotton Dana Awards in this year's John Cotton Dana Library Public Relations Award contest. The winning PR notebooks for these and the other 15 Special Award winners may be borrowed from the American Library Association Library. Contact the association library at 1-800-545-2433 or 312/944-6780. (If you want to enter the 1990 contest, reviewing previous winning notebooks is a good way to prepare for putting together your entry materials.)

Let's share ideas! The National Library Week theme for 1990 is "Reach for a Star . . . Ask a Librarian." Can you think of how that theme can be incorporated into your libraries' promotion messages? "Star" can be interpreted several ways: "the star of the show"; "a star in the galaxy"; or "the gold star of excellence". To get your creative juices flowing, here's a message created by Jackie Kreye and Pat Burmeister as noted in the newsletter *LIPP: Library Insights Promotion & Programs* (May/June 1989): "Have you dreamed of flying a plane, watching the stars or planning a city? Let us help you find your place in the galaxy. Reach for a star. Ask a Librarian." Okay, now it's your turn. Send us the "stars" of your promotion messages, and we'll print them in *Marketing Treasures*!

You don't have to be a desktop publisher to appreciate the ideas presented in Adobe's Spring 1989 type catalog, *Font & Function*. Besides presenting different

type faces, the catalog offers a wealth of tips on forms, design and typography, and short stories on presentations. The catalog is oversized, beautifully designed, and well-written. Readers with desktop publishing capabilities can order fonts from it. To get your free catalog, contact Adobe Systems Inc., P.O. Box 7900, Mountain View, CA 94039, or call 1-800-83-FONTS.

Intergraphix Corporation, makers of Quickcolor Formats, the preprinted paper that many *Marketing Treasures* readers use for brochures, now offers a full range of papers made exclusively for laser printers. They have a three-ring binder of laser paper samples including labels, transparencies, envelopes, fluorescent and multicolored paper, certificate borders, and others. The \$29.95 plus \$3.50 shipping cost for the *Laser Paper Almanac* may seem high, but you'll save 20% on laser paper orders. For more information contact Janette Holt at Intergraphix, 260 Corporate Park, Oak Street, Pembroke, MA 02359, or call 1-800-451-2515 or 617/331-8088.

Dover Publications offers a complete line of clip-art books with a wide variety of illustrations and designs. While some of the clip-art books are available in bookstores and art supply shops, you can obtain a complete catalog of all the Dover clip-art books directly from Dover. For your free copy of the catalog write to Dover Publications, 31 East 2nd Street, Mineola, NY 11501, or call 516/294-7000. Ask for the *Complete Dover Catalog*, # 59069-0.

If you want to use the international symbol for "NO", be sure to put the slash mark in the right direction. Start the slash in the circle from the upper left the 11 o'clock position — and cross the circle to the to the lower right — the 5 o'clock position.



Remember when designing your library's logo, it should look as good as a black and white design as it does in color.

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Missing issues: Please report the nonreceipt of an issue within 30 days of normal receiving date. Missing issues requested after this time will be supplied at the regular back-issue price.

The Marketing Treasures office may be reached via FAX. Dial 301/647-0415.

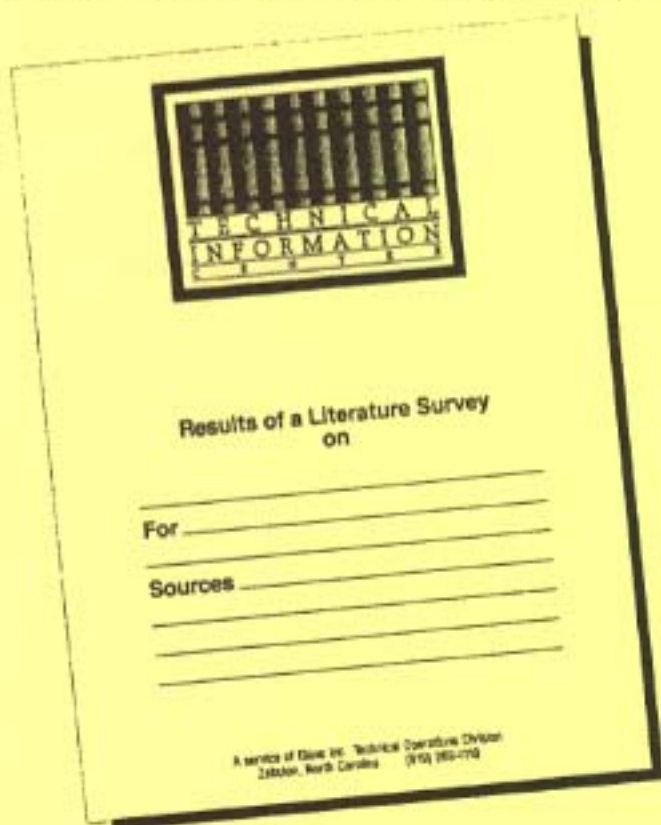
## Profile

### *Goodies from the SLA Marketing Section Swap and Shop*

This year's Swap and Shop yielded a bountiful harvest of library marketing and promotion materials for the more than 500 people who attended the session. Poster sessions illustrated the wide range of library marketing activities taking place at special libraries around the country. It was a great session for recharging the creative batteries and gleaning ideas for future marketing programs.

There were many handsome, very well conceived marketing materials available at the Swap and Shop, in fact too many to mention. However, your *Marketing Treasures* editor has selected a representative sampling for your review. If you missed the Swap and Shop, and would like to receive a sample of the items shown these pages, send a self-addressed label and 45 cents in postage to the address next to each illustration.

The Glaxo marketing package gets my vote for being one of the most comprehensive, well-designed library

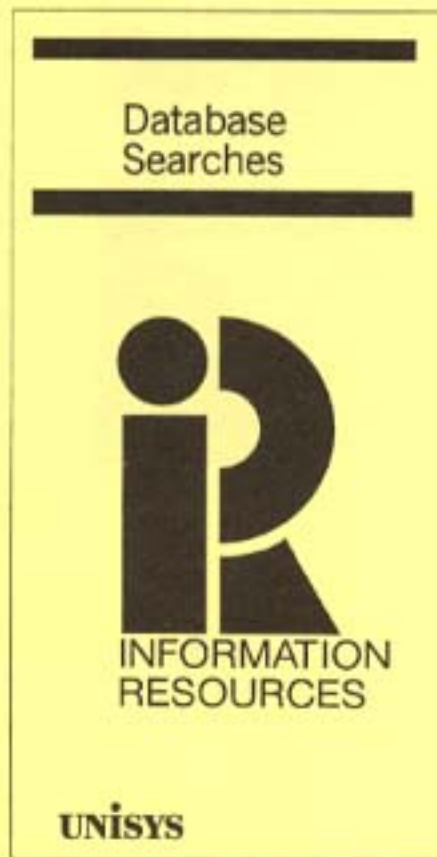


marketing packages I have ever seen. Although it is printed on glossy paper, if it was printed on newsprint it would still be impressive. While the design and colors are very well done, what impresses me most is the thoroughness of the package and its ability to communicate the library's message and image to its target market. You definitely get the impression that this library's staff are professionals who understand the business of information services, and who can deliver what they promise. Nothing is left to chance: every piece of paper and packaging that customers see has been designed to convey the library's visual and written image. This is an excellent example of a well-executed, total communications package.

Georgia Rodeffer • Technical Information Center  
Glaxo Inc. • Technical Operations Division  
P.O. Box 1217 • 1011 N. Arendell Ave. • Zebulon, NC 27597

One of the Unisys libraries has also done an excellent job at pulling together a communications package that is carried through all of its materials. I like the logo, incorporating the "I" and "R". It's a very clean look complimented by a fresh color-coding system for different library services.

Samira Saleh  
Unisys Corporation  
ATIC - U2M28  
P.O. Box 64525  
St. Paul, MN 55164

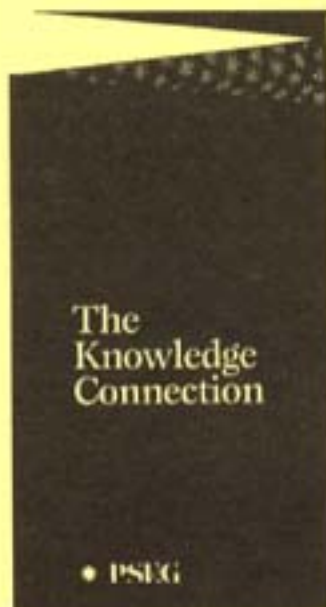


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## Profile Continued from page 3

Part of the appeal of this newsletter masthead comes from the paper's color and texture. The masthead and base design has been preprinted. Each issue is then run through the photocopier for the monthly text. In addition, CUNA's newsletter is a pleasure to read — book reviews, information from the library, and a monthly special interest feature. Very nice.

Dianne Zyskowski • CUNA Mutual Insurance Group  
(samples are not available)



PSE&G's brochure gets the message across succinctly and imaginatively. When you open it up you realize just how well designed it is: It stands up, making it a good display piece that attracts attention and invites readers. Very well done and it uses only two colors: red and black! The copy is excellent, the amount of text is not overwhelming, and it includes positive benefit statements.

Laurel Gould • PSE&G  
Mail Code 16L  
P.O. Box 570 • Newark, NJ  
07101

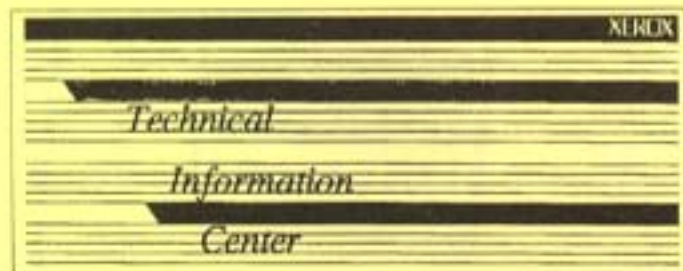
I imagine being the library director at Houghton Mifflin is fun: all those creative illustrators and writers asking interesting and seemingly impossible questions. Sure enough, the library's brochure projects a light, imaginative image by blending useful "library" information and humorous whimsy. On each page is an illustration accompanied by an interesting



question. The last page gives all the answers — a creative way to get someone to read a 13-page brochure. You get the feeling this library can answer any question! By the way, King Kong was 50 feet tall.  
Guest Perry • Library • Houghton Mifflin  
One Beacon Street • Boston, MA 02108

Here is a compact, attractive brochure that uses several design elements to deliver a great deal of information economically. The strong overall design and use of primary colors gives the visual impression of a "lean and mean" information service that gets down to business.

Laura Tucker • Xerox Corp.  
TIC 800 Phillips Rd., Bldg 105 • Webster, NY 14580



These and other library marketing materials are being assembled into Sample Promotion Notebooks for *Marketing Treasures* readers to borrow. Because the current sample notebook had trouble meeting its schedule, we are compiling multiple notebooks. These will be ready to ship the first of September. Since notebooks are loaned on a first-come, first-served basis, you should get your request in early. Those of you who didn't receive the last year's notebook year will be contacted individually for further instructions.

## Worth Its Weight in Gold

This issue of *Marketing Treasures* includes your new Cut & Paste clip-art sheet. The sheet includes original artwork in camera-ready form. If you would like previously published clip-art sheets, send \$7.50 for each sheet, c/o *Marketing Treasures*.

**Info.** This would make a nice masthead for a newsletter or an announcement flier. If you want to attract attention, photocopy or print this on hot pink paper.

**It's Your Move.** Here's a graphic and headline that can be used for a variety of messages. You could support the headline with text on "Why allow the competition to control your destiny? Take charge of your future by taking the first step — call the library."

**Books.** Here are some small images to break up long passages of text, or use the borders to accent margins.

**Easy as Pie.** This message and graphic could be the focal point of an entire campaign emphasizing how easy it is to use the library's services. Remember that some people calculate the price of using your library in terms of time and difficulty. A public relations campaign emphasizing ease-of-use could improve the perceived value of your library services.

**Geometric bars.** You can use these as single design elements, perhaps bleeding off a page, or use them in clusters, or as staggered borders.

**We Open Doors.** We've used the words "government information" here. But you can customize the heading to match your collection.

**Computer.** Here's an image to help you depict your automated library.

Note: It has been brought to your editor's attention that some subscribers are not getting their clip-art sheets. I assure you that we insert a sheet into each newsletter (along with a new plastic sheet protector for renewal subscriptions.) We suggest that you NOT circulate the clip-art sheet with the newsletter; circulate a photocopy instead. Be sure to instruct your journal check-in staff that the clip-art sheet gets inserted into the three-ring binder. That way you'll have the artwork when you need it. If sending the newsletter directly to a person's desk will help avoid missing clip-art sheets, we'll be happy to change the address.

**Editor's Note:** *Marketing Treasures* originally came with sheets of library clip art and this column provided ideas on how to use the graphics. The clip art images from *Marketing Treasures* are now available from [www.LibraryClipArt.com](http://www.LibraryClipArt.com).

## Promotion Gems

After suffering through numerous conference presentations this spring, it became painfully obvious to me that not everyone understands how to make effective slides. Here are some tips for your next presentation.

1. Never use typed copy in your slide. Photographing a sheet of paper yields very poor results. Remember that projecting a slide (this applies to 35mm or an overhead transparency) on a 10' x 10' screen magnifies it over 28,000 times. Therefore, bold lettering is needed. Use a desktop publishing program to generate high quality type on a laser printer. If you don't have a program, ask your printer if there is a desktop publishing service bureau in town that can generate the type for you.

2. Be sure to have sufficient slides to support the narrative. Six or eight slides are not enough for a speech as brief as ten minutes.

3. Any slide, whether printed word or graph, is almost worthless if it cannot be thoroughly comprehended in 20 seconds. Slides should not be left on the screen for more than one minute or they become hypnotic. If it takes longer than that to explain the slide it is too busy. Break the information up into smaller, more easily digested parts. Changing slides keeps your audience attentive.

4. If a section of your talk is not relevant to the slide on the screen, but the next slide is not ready to be shown, use blank, colored slides.

5. Concluding points, printed in bold lettering, and not exceeding three in number, can be outlined on one of the last slides. After the first point has been covered, go to the second and third points, reflecting exactly what your conclusion is. Reinforce each step with the spoken word, exhibiting constant vocal control.

6. Your concluding slide should be read and absorbed in about five seconds. The attention should be on you as the speaker and on your text. If the slide holds the audience's attention too long, the impact of the conclusion is lost.

7. If you are giving a presentation using transparencies, and have to flip your own slides, make notes about each slide on the frame. That way you can deliver a smooth presentation without flipping paper notes and slides at the same time.

8. When giving a presentation from a podium where you can't see the screen, make a paper copy of each slide and insert it into a notebook opposite your text. That way you won't have to strain your neck trying to see the slide if someone asks a question.

9. Rehearse your presentation! Don't read a prepared paper. Be calm and enjoy yourself. The audience isn't going to bite you.

## Sparkling Reviews

A number of sessions at the Special Libraries Association conference discussed marketing-oriented topics. For those of you who couldn't make the conference, here is a list of sessions available on audio cassette tapes. Each tape costs \$12.00 plus \$1.50 handling. Orders should be sent to National Audio Video Transcripts, Inc., 4465 Washington Street, Denver, CO 80216, or call 1-800-373-2952.

"General Session I". Al Ries discusses how the special library has a key role to play in developing a company's marketing strategy. (Tape #10)

"Insider Stories: How Librarians Are Pricing Their Information Services". Three librarians from contract, association, and legal settings present their pricing strategies. (Tape #38)

"PR Power". Kaycee Hale, Buzzy Basch, and Pat Schuman provide insights into the practice of communications. (Tape #41)

"Intrapreneuring — Or How to Plan Your Strategy for Pricing Services: Case Studies". Three librarians discuss the practical aspects of setting up pricing strategies. (2 tapes, #45)

"Presidential Task Force, The Enhancement of the Image of the Librarian/Information Professional". Report of the task force and its strategic plan. (2 tapes, #48)

## Critical Role *Continued from page 1*

If you are a small or one-person library, you may believe this article is meant for large organizations. You're wrong. The basic premise of a value-added sales force applies to you. Because it is impossible to be all things to all people, select the most politically powerful group in your organization and target them with your value-added sales approach. Make sure your target audience will support you when you request more staff — if they thought you were great alone, just think how good things can be with two of you!

If you've done your homework and found out what will make them say "yes" to your request, and pointed out your value-added services along the way, (it is imperative when you change a library service to improve customer service that you announce the improvement!) you can build your library business within the constraints of your organization.

Your *Marketing Treasures* Editor will be teaching her graduate marketing course at the University of Maryland's College of Library and Information Services. "Marketing Management Techniques for Information Professionals" (LBSC 488M) will meet Monday evenings 6:00 - 8:45 pm beginning September 11 through December 11. Contact the Admissions Office (301/454-3016) for more information.

## The Crystal Ball

September 22 "How to be a Consultant." Presentation by Alice Warner for Chicago Association of Law Librarians. Contact Betty Roizman 312/419-5119.

October 9 - 13 "Applied Methods in Marketing Research." The basics of marketing research taught by six well-known marketing researchers at the University of Michigan in Ann Arbor. Contact: Pam Stator 313/763-1003.

October 12 - 15 "The Communication Crunch" conference of the Great Lakes Chapters of the Special Libraries Association in Ann Arbor, Michigan. Marketing presentations include "Marketing Information For Change", "Communicating Information Services in a Large Organization", and "Improving Staff's Attitude Toward PR". Contact: Patricia Merritt 313/446-2033.

October 13 "Grand Schemes and Nitty-Gritty Details: PR that Works" workshop led by Dawn Heller and Ann Montgomery in Aberdeen, South Dakota. Contact: 312/579-0903.

October 20 "Making Money: Fees for Information Services." Led by Alice Warner for Pittsburgh SLA Chapter. Contact Joy Lerner 202/234-4700.

October 20 "And the Winner Is... How to Win A National Award and Capitalize on It." Presentation by Dawn Heller at the AASL National Conference in Salt Lake City. Contact: 312/231-6156.

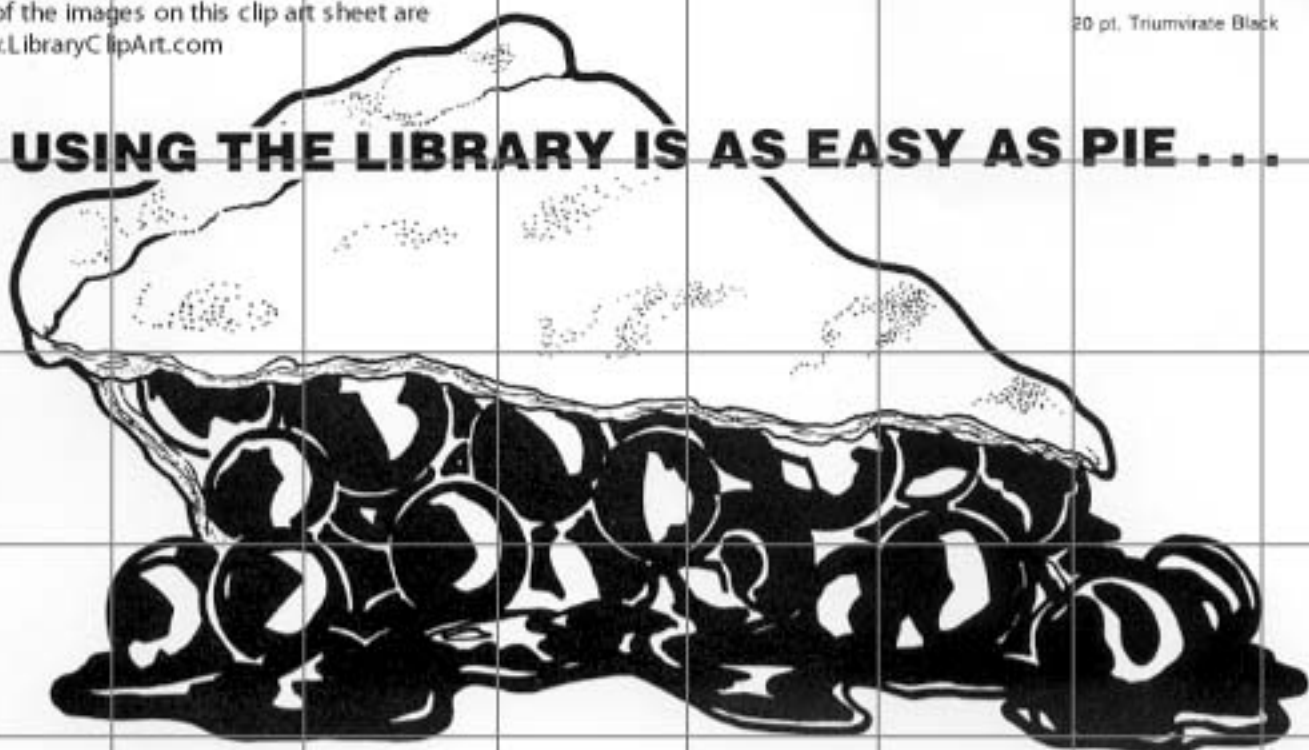
October 22 - 25 Eighth Annual Services Marketing Conference in San Francisco. Contact: American Marketing Association 312/648-0536.

October 30 - 31 Conference of the Council of Federal Libraries in Ottawa, Canada. Conference will be devoted to a variety of marketing topics, a "Swap and Shop", and an open-forum critique of library marketing materials. Speakers will be Robin Inskip, Chris Olson, Robyn Frank, and Steve Abram. Details forthcoming. Contact: Betty Garland 613/954-8593.

November 4 "Grand Schemes and Nitty-Gritty Details: PR that Works" workshop led by Dawn Heller and Ann Montgomery in Tucson, Arizona. Contact: 312/579-0903.

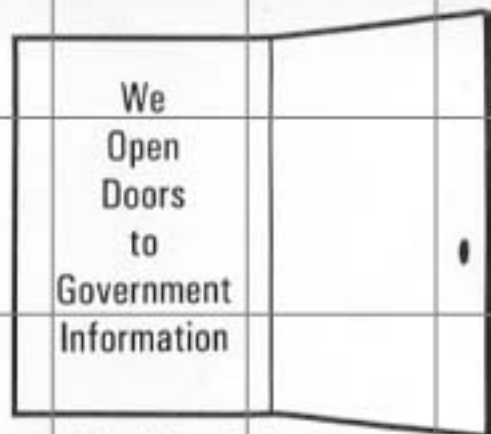
November 8 - 10 Creativity to Innovation Institute sponsored by the Association of Research Libraries in New Orleans. Contact: Susan Jurov 202/232-8656.

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