

**Would you like fries with that?
Are liaison librarians really
salespeople in disguise?**

Craig Anderson

Why me?

Some personal background

Let's forget stereotypes



Is this you ??

- “Revealing to customers problems of which they are unaware
- Helping customers recognize new opportunities
- Developing solutions customers have not anticipated or cannot develop on their own
- Serving as more than just vendors of products and services by brokering the full capabilities of the their companies”
- *From Huthwaite Asia Pacific – (sales trainers)*

Sales is....

- Helping people
- Connecting someone who needs something with something they need
- Not Trickery
- Not Evil
- Not Black magic

A few sales people

- George – Sales consultant
- Simon – Account manager
- Cindy - Trainer
- Mr. Unisuper – ??
- I “bought” something from each of these people
- Why???

Because they are good
sales people

What did they do ?

- Helped me achieve something
- Responded to my needs
- Knew their product
- Followed through:
 - Made that call
 - Sent that quote
 - Went the extra mile

What else did they do?

- Presented like pros
- Had clear objectives all along
- They were pleasant
- They were direct
- They were timely
- They were well organized
- Service oriented

So what does this have to do with libraries?

- We are all “sales people”
- Everyday
 - At home
 - At work

Defining your job in sales terms

- Suspend disbelief for another 20 minutes
- So - what are you trying to do?
- “If you don’t know where you are going, any road....”

Some sales basics

- Clear objectives
- Leads
- Contact systems
- Features and benefits
- Presentation skills
- Needs analysis / research
- Follow through

Clear objectives

- Do you know what you are trying to do ?
 - Get more use of.....?
 - Get the foot in the door for IL?
 - Get a book list ?
- Does your manager know what you are trying to do ?
- How do you know when you have done it?
- Real salespeople have it easy....

Lead generation

- What is a lead?
- Why would you treat your lovely academics as “leads”
- They are (way) too smart to be tricked
- How many “hot leads” do you generate in a month ? Year ?
- How do you define your “hot leads” ?

Keeping in touch

- Do you use a contact management system?
 - Homemade, or fancy
- Every academic:
 - Once a year ?
 - Once a day ?
- Do you get invited to the Christmas party?

Features vs. benefits

- No one buys an air conditioner
 - They buy a comfortable environment
- No one incorporates IL because it is a graduate attribute
 - They do so because it is good for their students – or
 - Saves them time – or
 - ??????

Knowing their subject

- They all had a depth of knowledge that I could rely upon
- Takes time to acquire
 - Alerts (Google & database)
 - Reading
 - Talking – and listening
 - Searching for their publications

Delivering

- They all delivered what they said they would (well, almost)
- On time – even when it took special effort
- With a bit extra if possible
- Do your systems allow for “1% more “
- Are we moving from “just in case” quickly enough?

Where to get ideas

- 658.81
- Tom Hopkins & many others
- Google “Sales skills”
- Hold your breathe, suspend disbelief, use your imagination