

CoLibri CONVENTION 2016

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Ideas and best
practices
•

PART 1



Made in Italy

•
prework

ADVANTAGES AND BENEFITS

CoLibri as a PROFIT CENTER for your client

CoLibri as a COST CENTER for your client

OBJECTIONS HANDLING

CoLibri as a PROFIT CENTER for your client

CoLibri as a COST CENTER for your client

ADVANTAGES AND BENEFITS

CoLibri as a PROFIT CENTER for your client

INDEPENDENT STATIONERY AND BOOKSTORES

Increase profits	High margin for a unique service, compared to low margin products such as plastic rolls, pre-cut covers and adhesive film.
Generate traffic	Drive traffic in store by offering a unique, relevant and much needed service.
Save time and hassle	Quick and easy, cover books in only 20". No need to buy, register with barcode, and stock countless pre-cut covers, plastic rolls and adhesive films.
Broader offer	A broader offer and cutting - edge product and service to fill a gap in the market.
Save space and costs	You don't need a lot shelf space to stock several sizes of pre-cut covers or plastic rolls. Instead you can use the extra space for other product and increase you profit.
Be different	Competition offers the same pre-cut covers and plastic rolls.
Offer service	Customers will spend more time inside your shop.
Incremental revenues	It's a good extra service you can offer in store, that generates incremental revenues allowing you to increase your profits.
Why Colibrì is better	Easy to use, long lasting, no tape needed and no other plastic or readymade covers match its quality.
No waste	No there is no waste, since if you make a mistake in covering a book you can reuse it for a a smaller one.
Barcode	Helps stock control and make things easier at the counter.
Save your customer the hassle of covering books	Very convenient for those Parents that spend several evenings pricking bubbles of adhesive film, struggling with plastic rolls, tape and scissors. Now they can pick their books already well covered. No bobbles, no tape, no mess.
Wow effect	The clients in the store will have a wow experience when they see the machine working.
Easy to use	In less than 10 minutes everyone can learn to use CoLibri system.

Associated with quality	The service is associated with quality and in this way you can justify a higher margin.
High return in a short time	Given that service time is 20 ", you can cover many books in just a few minutes with high return.
New product and service	Offer book cover services to attract new customers and create more loyalty with existing ones. More traffic in the shop means more sales.
Stronger against competition	Providing the book covering service allows shops to compete with big chains and text books distributors.
Increase service proposal	One more service offered by the store = perception of service orientation.
Innovation	Provide a new service.
Eye-catching	People will be intrigued since it's such a newly introduced product.
Protect exercise books and agendas	Possible to recovered exercises books and agendas in July and sell them already covered.
Custom Colibri covers	Provides advertising for bookshops after the books leave the store.

RETAIL CHAIN STATIONERY AND BOOKSTORE

Broader service	A broader offer and cutting - edge product and service to fill a gap in the market.
New service	Bring new customers to the chains.
Increase profits	High margin for a unique service, compared to low margin products such as plastic rolls, pre-cut covers and adhesive film.
Generate traffic	Drive traffic in store by offering a unique, relevant and much needed service.
Save time and hassle	Quick and easy, cover books in only 20". No need to buy, register with barcode, and stock countless pre-cut covers, plastic rolls and adhesive films.
Chain promotional service	Quality product and service for all centers and shops.
Suitable for a wide range of products and customers	Not just textbooks for students. It can be used for any kind of book including (cook books, comics, novels and so on).
More time spent in the store, higher revenues	During the short wait for the books to be covered, customers can wonder around the store and purchase other goods.

BOOK DISTRIBUTORS

New, incremental revenues	In an established and low margin market, you can offer an additional service, already requested by the market and find a new source of revenues.
Less temporary/staff needed	As these are TextBook Distributors they deal with schools at the start of the school year! Having most of their sales all coming in at once and needing to cover textbooks if wanted from schools. Less staff needed to cover books means less overheads and therefore more profit.
Less space needed for book covering	As there is less staff needed there is less space needed in the warehouse, which is precious with a seasonal business.
Schools already	As many TextBook Distributors are established businesses, they have schools as customers already doing business with them! With many of them already asking for their TextBooks already covered, this would seem to be the perfect case offer a CoLibri Book Covering Service!
Covering before delivery	This new paid service will help schools avoid the hassle of asking parents to cover their books.
One stop shop	They can offer books already covered for back to school period orders. Hence increasing their revenue.
Efficiency gains	Distributors will be able to cover books faster reducing covering cost per book. Also, can offer CoLibri as an alternative to adhesive covers that take extremely long to place on books.
Additional service offering	Some book distributors offer on-site services to libraries (i.e. coding, labeling of books). CoLibri can become another service that can be offered.
Differentiation from others competitors	Be the first to propose the service.
Flexibility	Option for book distributors to covers books upon request/requirement. Prevents outsourcing.

SCHOOL SUPPLIERS

These suppliers have established school customers	Schools can buy CoLibri Products with a list of other products on the one Purchase Order and from the one supplier. Allowing the schools more time to do other things and giving the supplier an advantage.
New, Incremental revenues	In an established and low margin market, you can offer an additional service, already requested by the market and find a new source of revenues.
Expand programme	Additional sales with a complete system.
One stop shop	They can offer the service at school.
Add another product/reference to catalogue	One place/Company for all the supplies. Schools like to buy everything from a single source.
Competitive advantage	CoLibri System is an attractive product to offer schools. Easy System to covers books that will allow them to cover books.
Benefit	High margin with only covers to be stocked.
Increase profit	High margin for a unique service, compared to low margin products such as plastic rolls, pre-cut covers and adhesive film.

SUPERMARKETS

Expand product line	Better quality.
Service and new revenues	Families does not have to cover the books at home. If the service is not order in advance client stays longer in the supermarket and will buy probably other things.

STATIONERY DISTRIBUTORS

New, incremental revenues	In an established and low margin market, you can offer an additional service, already requested by the market and find a new source of revenues.
New business	We open a new business possibility with - existing customers and also create a new portfolio of new clients.

BOOK PROCESSORS

Efficiency	CoLibri covers books in as fast as 20" . Our custom quality covers allow any type and size of book to be covered, ensuring perfect fit and function in addition to lasting protection. With the number of books (your company) cover each month, just the efficiencies gained in time and labor costs would be tremendous. With CoLibri there's no tape, glue, scissors or mess, saving time and hassle. Each cover is custom fit, non-toxic, durable and removable. Books leave your warehouse looking professional and are protected from spills, scratches, dust, and germs for years.
Flexibility	Option for book processors to covers books upon request/requirement. Prevents outsourcing.
New, incremental revenues	In an established and low margin market, you can offer an additional service, already requested by the market and find a new source of revenues.
Additional service offering	Some book distributors offer on-site services to libraries (i.e. coding, labeling of books). CoLibri can become another service that can be offered.

LENDING PROGRAMS/RENTAL SCHEMES

Productivity	More than 60 books cover per hour.
Service	Cover books new service for customers.
Extend book life	Books are protected and can also be repaired by changing the covers for new ones.
Increase profit	Service than can be invoiced by book or as a package (fix amount for all the books to be covered during the year).
Image	Quality product.

ADVANTAGES AND BENEFITS

CoLibri as a COST CENTER for your client

LIBRARIES

Extend the life of your books	CoLibri allows to custom fit any type and size of books and protect them for longer thanks to its resistant covers that fit like a second skin and provide over 80% internal coverage.
Removable and 100% recyclable, allowing your library to be sustainable and environmentally friendly	Unlike adhesive films or covers, CoLibri covers are easily removable. This combined with its 100% recyclability allow libraries to separate plastic from paper when books reach the end of their life. This is a crucial point, because it allows to recycle thousands of books and covers that otherwise would have gone to waste.
Minimise staff time spent on covering books	The CoLibri System drastically reduces the amount of time which staff need to spend on covering books, as compared to covering by hand. This is a direct saving as staff wages are reduced.
Style	All books will be covered in the same style.
Easy and comfortable task	Comfortable and efficient covering.
Costing	Since covering a book takes just 20 sec. It is far more cost effective and needs less personnel.
Save time	Quick and easy, cover books in only 20 seconds, so the employee can do something else, for example can do a kind of work or job which is more effective.
Professional image	Cover the book gives quality and special feel to the book.
Corporate image	All Libraries can use the same quality product and their Corporate image can be printed on covers.
Efficiency	The covering is efficient and it allows to save money and time compared to adhesive films or plastic rolls.
Easily removable	If books are dirty or damaged, the CoLibri cover may be easily replaced.
No damage to books	Books are not damaged thanks to the non adhesive and toxic free covers.
Safe - plastic ok for children	Toy certification.

SCHOOLS

Certified safe to use with children	This is a great advantage with Primary Schools as they can have little kids biting and chewing the books.
Time saving	This is the biggest advantage that CoLibri has over any other system. Schools often have a teacher/librarian who does both jobs, so they don't have the time that a dedicated librarian does to do time consuming tasks such as manual book covering.
Comparable costing	Initially potential customers think that CoLibri Covers are more expensive, but after they really look at how much they spend on a cover per book and then factor in the time it takes they realize cost is very favorable!
New service for students	Children can take advantage of the colibri service and cover their own books.
Extend life of textbooks	By investing in the CoLibri service, schools will save money and will see their return in the short term.
Quality of covers	The schools can be sure of the quality of the covers and they don't have to rely on the parents bad choice of cover materials.
Lower costs	The cost of cover book with CoLibri system is more than a half lower in comparison with self-adhesive foil. Because of that the school will cover more books and especially more textbooks and with this will increase the lifetime of books and textbooks and in the long period the costs will be much lower.
Extend the life of your books	CoLibri allows to custom fit any type and size of books and protect them for longer thanks to its resistant covers that fit like a second skin and provide over 80% internal coverage.
Use color covers for parent books	One color: one level of class.
Eco Friendly & 100% Recyclable	Complies with schools -Green Flag Policy.
Removable Covers	Separate the plastic from paper when books reach end of life. Also allows you to recover the book providing a new/fresh cover giving new life to a book.
Revenue Generator	Possible source of income for schools to charge for book covering service or to apply to book rental schemes.
Speed	Quick & simple operation in comparison to adhesive covers. Also cuts down on the size of covers required to hold in stock.

UNIVERSITIES

- University libraries** Very similar to schools as mentioned above. As universities seem to also be very set in their ways of how they wish to cover their books. A lot of them seem to be happy to use CoLibri covers for certain types of books only and adhesive covers for other books. So we keep trying to impress upon them the advantages of using CoLibri covers in the hope they may expand their uses of it.
We do also continually try to encourage them to provide a covering service for students, but unfortunately very few University students in Australia wish to cover and protect their books.
- Style** All books will be covered in the same style.
- Durability** Books stay longer in good conditions and for more years on the shelves.
- Archival quality** The CoLibri special plastic material is of archival quality, acid free and PAT certified, ideal for any library, archive or museum environment.
All covers are durable, non-toxic and 100% recyclable. They protect from moisture, scratches, dust, fading and yellowing – helping to preserve your valuable documents and considerably extending the life of your books.
- Efficiency** CoLibri covers books in as fast as 20". Our custom quality covers allow any type and size of book to be covered, ensuring perfect fit and function in addition to lasting protection.
With the number of books (your company) cover each month, just the efficiencies gained in time and labor costs would be tremendous. With CoLibri there's no tape, glue, scissors or mess, saving time and hassle. Each cover is custom fit, non-toxic, durable and removable. Books leave your warehouse looking professional and are protected from spills, scratches, dust, and germs for years.

PARENTS ASSOCIATIONS

Big influence Parents have big influence on what happens at school. If they really want something they get it. If the school has CoLibri, parents won't have to care about covering books.

Extend book life Covering the books protect the books and allow next year students to use the books again.

Cost opportunity

All included offer Books already covered.

Personalized covers Address of the school, phone number (reduce number of books lost).

MUSEUMS

Protect books and documents with high quality and certified covers The CoLibri special plastic material is of archival quality, acid free and PAT certified, ideal for any library, archive or museum environment. All covers are durable, non-toxic and 100% recyclable. They protect from moisture, scratches, dust, fading and yellowing – helping to preserve your valuable documents and considerably extending the life of your books.

Cost 20 sec to cover or wrap a book is cheaper to use, considering the type of material, time and personnel. Needed to use other systems to cover such as plastic rolls etc.

Efficiency CoLibri covers books in as fast as 20" . Our custom quality covers allow any type and size of book to be covered, ensuring perfect fit and function in addition to lasting protection. With the number of books (your company) cover each month, just the efficiencies gained in time and labor costs would be tremendous. With CoLibri there's no tape, glue, scissors or mess, saving time and hassle. Each cover is custom fit, non-toxic, durable and removable. Books leave your warehouse looking professional and are protected from spills, scratches, dust, and germs for years.

Extend book life Our custom quality covers allow any type and size of book to be covered, ensuring perfect fit and function in addition to lasting protection.

Protect all your photos and documents PAT certifications.

OBJECTIONS HANDLING

CoLibri as a PROFIT CENTER for your client

INDEPENDENT STATIONERY AND BOOKSTORES

Too expensive compared to other alternatives on the market

CoLibri is not a product, it's a service. Not just that, it's a service that eventually delivers a high quality, superior product to any alternative on the market. Most of all it's a service requested by parents, that nowadays are looking for CONVENIENCE.

I don't have time during bts to provide the service, we are too busy

only 20" per book, takes about the same time as identifying the right pre-cut cover for each book, take it and give it to the customer.

With the main difference that with CoLibri you don't have to buy, register, stock and reorder 20 to 50 different sizes of covers:

- You could pre-cover books (at least some of them)
- Take books and shopping list from customers and ask them to come back the following day
- Cooperate with schools to get books and "shopping lists" and provide everything.

No space

Colibri machine is compact, lightweight and foldable.

No employees

Always makes the investment worth it (65-75 books per hour).

Customers are used to cover books the "old way"

The more you will offer the service to customers and educate them about it, the quicker and bigger the success will be.

I don't have time

Only 20" per book, takes about the same time as identifying the right pre-cut cover for each book, take it and give it to the customer.

With new machines you cannot trim small pieces

Either change cover and reuse it on a smaller book or place a piece of leftovers under the piece you want to trim and cut regularly.

"Customers will not spend so much money covering their books. Nowadays families don't earn enough money to spend in something not strictly necessary"

Answer: This is a very convenient service that avoid a lot of trouble. And families value that. By the way, everybody buys useless things, and this is a very useful solution for a problem.

Print books are going to disappear	Until it happens you can give the service to your clients and make more revenue. Honestly print books are not going to disappear.
If I calculate the costs of the human resource, I don't gain money	You are paying your employees anyway, this is an opportunity to earn more money with this extra service and make additional selling like stickers, permanent markers etc.
The machines are expensive	Not compared to the profit. CoLibri's great results lead to happy customers which ends up bringing in more people due to word of mouth and good reputation.
We do it as a free service, so will not allocate resources to cover books	Best Price on covers.
Filfix covers are pre-made and require no machine. Filfix covers are peel and seal	CoLibri is a eco-friendly product with a snug fit.
Quality of machine not industrial looking enough. Looks more like "office machine" rather than a professional book-covering machine. Its plastic, looking	We concentrate on the speed of the covering and say that there is very little difference.

RETAIL CHAIN STATIONERY AND BOOKSTORE

No space	Colibri machine is compact, lightweight and foldable.
No employees	Always makes the investment worth it (65-75 books per hour).
Time	Only 20" per book, takes about the same time as identifying the right pre-cut cover for each book, take it and give it to the customer.
Too expensive compared to other alternatives on the market	CoLibri is not a product, it's a service. Not just that, it's a service that eventually delivers a high quality, superior product to any alternative on the market. Most of all it's a service requested by parents, that nowadays are looking for CONVENIENCE.

I don't have time during bts to provide the service, we are too busy

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- Take books and shopping list from customers and ask them to come back the following day
- Cooperate with schools to get books and "shopping lists" and provide everything.

Not good for all the stores

You can have the product/service only in the stores you decide.

Backroom space is non-existent and shop floor space is at a premium

Good profit can be made from covering and it will encourage customers into your store.

Training and transient staff:

Visit regularly and train to update casual staff.

BOOK DISTRIBUTORS

Slow success

The more you will offer the service to customers and educate them about it, the quicker and bigger the success will be.

Expensive material

CoLibri is not a product it is a service.

There is no demand from customers

Significant increases of CoLibri Sales to schools will have customers asking for books to be covered with CoLibri covers. Be the innovator and the first to offer CoLibri

MY GOAL IS TO SELL AS MANY BOOKS AS POSSIBLE. IF I HELP PROTECT BOOKS, I'M GOING TO SELL LESS OF THEM. WHY WOULD I DO THAT?

Whether you like it or not, every year most of the books you distribute to schools and bookstores, end up being covered. Covering textbooks is a very widespread and established habit. So, there is currently someone in the market offering this product or service and profiting on the books you distribute. In an established and low margin market, you can offer this additional service, already requested by the market and add this new, incremental source of revenues to your business.

SUPERMARKETS

No time and space to offer the service

One machine covers 60 books average per hour and we can give you all the machines you need.

Small margin

Distributor discount can be given by volume.

STATIONERY DISTRIBUTORS

Too expensive and labour intensive compared to other cover options

Colibri Cover System is a service of high quality that will offer your customers to the end users with no other alternative on the market.

BOOK PROCESSORS

Too expensive

Instead of covering with 1.5 mil mylar, you are now covering books with either 3.5 or 4.7 mil recyclable cover. In addition, the efficiencies you gain with our machines reduced your processing cost per book. Sebco actually matches cost of mylar due to the efficiency gained by using our system.

Covers not clear

New cover being introduced comprised of a mylar/polyethylene mix. Training videos showing how to properly cover books has reduce complaint too as tightly covered book does not cloud up as fast due to less friction.

Customers don't want

Significant increases of CoLibri Sales to schools will have customers asking for books to be covered with CoLibri covers. Be the innovator and the first to offer CoLibri before it becomes commonplace.

LENDING PROGRAMS

Too many books to cover in a very short period of time

Faster new machines. We can give you as many machines as you need and we can supervise your operation process and train your workforce.

Poor margin

Discounts can be given by volume.

OBJECTIONS HANDLING

CoLibri as a COST CENTER for your client

LIBRARIES

- We use cheaper alternatives** Cheaper products end up costing more: takes longer to apply them, protect less, if adhesive cannot be replaced, and if from plastic rolls often come off.
Three main points make covering books with CoLibri the most cost effective way of protecting your books
- Speed of covering: it takes as little as 20" to cover a book. Being labour cost a key factor in determining the cost per book, the speed of CoLibri system can considerably lower your costs.
 - Longer lifetime of books: CoLibri substantially extends the life of your books, saving money on purchasing new books.
 - Recover same books several time: when covers are damaged, unlike adhesive films, with CoLibri you can easily remove and replace covers, for books that otherwise would have been replaced with new ones.
- We are a small library** Cooperate with school and municipal office can be investor.
- Normal way of covering books is "faster"** The employee, which are covering books often, say that covering book with self-adhesive foil, is faster than with CoLibri system. But this is not true. They say this because of they are scared to lose their jobs. We must explain to them, that, they will not lose their jobs, but they can do something else, for example can do a kind of work or job which is more effective.
- Cover not clear** New cover being introduced comprised of a mylar/polyethylene mix. Training videos showing how to properly cover books has reduce complaint too as tightly covered book does not cloud up as fast due to less friction.
- Pricing** Package Pricing plus evaluating Co-Op programs offering 10% off covers and 25% off machines making pricing less of an issue.

Don't have people to cover books Machine is easy to use even a 5-year old girl in Nicaragua was able to use. Have Boy/Girl Schools, local students looking for service hours volunteer to cover books.

Books are covered by processor Move upstream and secure processors.

SCHOOLS

Covers cost too much Initially potential customers think that CoLibri Covers are more expensive, but after they really look at how much they spend on a cover per book and then factor in the time it takes they realize the cost is very favorable!

Having to recover the book is a disadvantage CoLibri Covers are archival quality and will last a very long time, we also offer a 120 micron thicker and more durable cover to help protect their books even more. But in the situation that the cover does get ruined(which is the case of any covered book at some point in time) they can simply re-cover the book the book to make it like new again.

We are a small school Cooperate with school and municipal office can be investor.

We use cheaper alternatives Cheaper products end up costing more: takes longer to apply them, protect less, if adhesive cannot be replaced, and if from plastic rolls often come off.
Three main points make covering books with CoLibri the most cost effective way of protecting your books
- Speed of covering: it takes as little as 20" to cover a book. Being labour cost a key factor in determining the cost per book, the speed of CoLibri system can considerably lower your costs.
- Longer lifetime of books: CoLibri substantially extends the life of your books, saving money on purchasing new books.
- Recover same books several time: when covers are damaged, unlike adhesive films, with CoLibri you can easily remove and replace covers, for books that otherwise would have been replaced with new ones.

Cover not clear New cover being introduced comprised of a mylar/polyethylene mix. Training videos showing how to properly cover books has reduce complaint too as tightly covered book does not cloud up as fast due to less friction.

Pricing Package Pricing plus evaluating Co-Op programs offering 10% off covers and 25% off machines making pricing less of an issue.

Don't have people to cover books

Machine is easy to use even a 5-year old girl in Nicaragua was able to use. Have Boy/Girl Schools, local students looking for service hours volunteer to cover books.

Time

Schools very often do not have the resources to cover the books.

PARENTS ASSOCIATIONS

Expensive material

High quality covers, non- toxic, safe and custom full to provide full and long lasting protection.

We cannot charge for this product/service

Book can be in circulation during more years and you save on books. One cover cost less than one book.

MUSEUMS

Expensive material

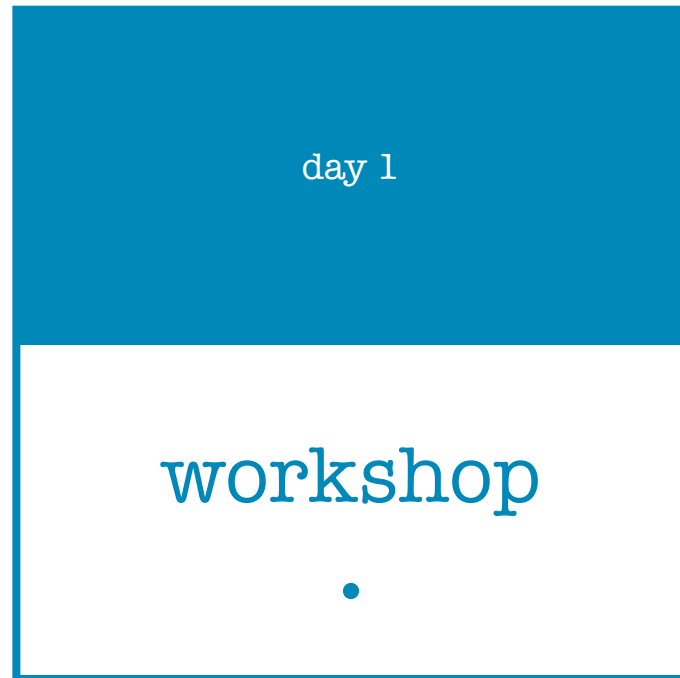
High quality covers, non- toxic, safe and custom full to provide full and long lasting protection.

Don't cover enough material to validate need for system

System will allow you to protect even more materials and do it much more efficiently.

We don't cover books. This product is not needed

CoLibri special plastic material is of archival quality, acid free and PAT certified, ideal for any library, archive or museum environment. All covers are durable, non-toxic and 100% recyclable. They protect from moisture, scratches, dust, fading and yellowing – helping to preserve your valuable documents and considerably extending the life of your books.



CoLibri YEARLY CONVENTION

Part one

The sales funnel and the sales process

Part two

Consideration on the team work

Part three

The team work about the market segment

Part one

The sales funnel and the sales process

The best way to improve the quality, and hopefully quantity of the sales, is to analyze deeply and clearly the sales process in order to improve the sales funnel.

The sales funnel is the pipeline that transform a prospect, or potential client, into an actual client, considering the different phases of a sales and the different moods or approaches of the client.

Usually the steps could be these ones:

- 1 SUSPECT: someone that could be a potential client
- 2 PROSPECT: a potential client I'd like to invest time and resources on
- 3 INTEREST: a client will to discuss with me about my solutions
- 4 DECISION: a client discussing with me about a purchase
- 5 ACTUAL: the contract has been signed and the prospect became a client

On the other side the sales process takes into consideration the actions to perform with a client, the situations that bring from a suspect to an actual client.

These could be

- 1 AFFIRM THE BRAND: a marketing job
- 2 EARN THE RIGHT: win the attention of the client
- 3 DISCUSS THE PROBLEM AND GOALS: the sales dialogue
- 4 MANAGE THE RESISTANCES AND OVERCOME THE OBJECTIONS
- 5 PRESENT A SOLUTION, DISCUSS AN OFFER: the negotiation phase
- 6 CLOSE THE DEAL: solve the issues
- 7 DELIVER THE PRODUCT/SERVICE
- 8 STRENGTHEN THE RELATIONSHIP

During the workshop we will focus on steps 2 and 4.

Part two

Consideration on the team work

What we notice was a great desire and interest to share different expertise and experiences, and a profound passion to learn from each others.

These are the main points that can be considered as a major improvement:

- try to see the solution with the eyes of all the different actors on the scenario: ask “what does a covered book means to...?” Which is the actual value for all the people involved?
- The value is what need to be found and communicated, the best way to earn the right to talk with the client is to find the value proposition that suits to her/him.
- Different people in the same company with different role usually have different value perceptions: if you deal with major accounts, and you have to meet and convince several decision makers, each of them may have, usually has, very different perceptions of what benefit, or profit, or value, means to her/him.
- We can had value not just with a “why consideration”, so with a service/product solution, but also with a “how consideration”, therefore with a process solution. We can suggest to the client how to get a profit from a sell or a service and explain to her/him how to set the stage to actually do it.

The team work about the market segment

UNIVERSITIES AND MUSEUM

Extend the life of book/protection: Reduces book budgets

100% recyclable: Eco-friendly matches desire of librarians

Efficiency/easy to use: Covers 3-4 faster than by hand. Less resources needed.

Improves quality appearance of book: Better perception, higher quality appearance to customer/user.

Archival books: Improved protection.

No adhesive/removable cover: No book damage.

Reduces budget: Less resources for covering. Fewer replacement books.

All books can be covered

Stock efficiency: Cost savings because know # of covers vs # of rolls.

LIBRARIES

Extend the life of book/protection: Reduces book budgets

100% recyclable: Eco-friendly matches desire of librarians

Efficiency/easy to use: Covers 3-4 faster than by hand. Less resources needed.

Archival quality: Protect old books can cover by barely opening book.

Protect textbooks for students: Resale value for used books and reusability.

MUSEUMS

Archival quality: Protect old books can cover by barely opening book.

Efficiency/easy to use: Covers 3-4 faster than by hand. Less resources needed.

Extend the life of book/protection: Reduces book budgets

For all these three segment a further benefit could be added:

The CoLibri machines CAN BE EASILY USED ALSO BY PEOPLE WITH DISABILITIES.

Profit: School books - books 365 days.

Exclusive service

Employees cost

Be the first in your area

Lack time

No competitors

Schools relationship

Efficiency process

Features:

- Renovable
- Made in Italy
- Certification
- Ecology

Generate traffic

RETAIL CHAINS

Profit: School books - books 365 days.

Exclusive service

Employees cost

Be the first in your area

Lack time

No competitors

Schools relationship

Efficiency process

Features:

- Renovable
- Made in Italy
- Certification
- Ecology

Generate traffic

New business, career

Press, media

Customer save time

“Free service”

No risk

Increased traffic

Less stock

Profit

CRM

SCHOOL

It came out that schools should be differentiate depending on their nature: private schools tend to consider Colibrì as a profit center, even though the money made would be reinvested for improving the school offering.

Public school usually consider CoLibri as a mean to reduce waste of money and make savings.

Very often the main door to access school is represented by Parent Associations, which are in charge of handling service and act as a resource for founding school's activities.

Public school can consider book protecting as a mean to increase the image or the good looks of the environment for the student. This could be true especially for those school located in poor environment and offering pre-owned books to students. The good quality of the books act as a trigger for the student: here the “broken window” perception could be applied.

Added reason for kindergarten could be prevention of disease spreading: the covered books could be wiped and therefore reduce or even stop the contamination from kid to kid.

In any case the law system for public, and sometime also private, schools is so different from country to country, even from region to region, that it have be considered attentively to set a preferential strategy.

WRAP UP CONSIDERATION

THE MAIN RESULT OF THIS SESSION OF THE WORKSHOP IS THAT THE VALUE THAT SHOULD BE PRESENTED TO THE CLIENT, SHOULD BE SEEN THROUGH HIS/HER EYES.

It should be a value that will help the client reach his/her main goal: it could be considered a “marketing tool” (increase shop traffic, differentiate from competition) a “profit tool” (more sales) or a “money saving tool” (longer life to books), in any case it will be perceived by the client as a resource to move closer to what he/she sees as his/her primary goal.

day 2

workshop



HANDLING OBJECTIONS

A Premise

Handling cost objections

Pre-cut Covers

A Premise

Objections arise when a client, which is interested, wants to be reassured of his/her decision. If you are interested in a solution someone is offering you, you won't argue. You just decline.

Sometime objections can be a way to show indifference, usually the most common objections used to hide indifference are about price (too expensive) time (I've got no time) and space (no room for it). Once we have clarified the objection is real, not a disguised indifference, the guideline is to hand it referring to both the solution we are offering and the goal that the client wants to reach.

It could be better to follow this path: "to overcome objection focus on the objective".

Handling cost objections

We can meet in almost all the market segments the typical resistance: it is too expensive.

Before listing all the solutions proposed, in the market segments, it could be interesting to make a premise.

First of all costs are truly different from country to country. Maybe not as absolute price of the cover, both to the supply chain than to the final customer, but for sure in a relative way if compared to the value of the book the cover is protecting. The impact of the cost of the cover will be much different if the text book costs 30 € or if it costs 3 €. Furthermore the labor cost could be a relevant factor in some countries but not everywhere. We can go on and on: it is clear that what has been proposed would be considered and weighted in the context were you are working in.

Very often money related issues, both for clients considering CoLibri as a profit center than for those for whom Colibri could be a money saving ally, could be handled working with the client on a financial plan able to show undoubtably the advantages provided by CoLibri: more profit per book, more saving per book.

At the end of the day Colibri should be always positioned as an investment: a mean to make more money or to save more money. Therefore you should discuss with the client: too expensive compared to what? Which is the goal that you want to reach?

Pre-cut Covers

Almost everyone faces, in his/her country, this kind of competition. The approach for those market segments which consider Colibrì -and pre-cut covers- as a profit center could be managed starting from this fact: pre-cut covers come in a huge number of different size to fit all the different book, while CoLibrì comes “three sizes fit all”.

The consequences of this indisputable fact are:

- you need to invest a lot of money to cover all the size of pre-cut covers to serve your clients;
- this also mean a lot of shop inventory, space you cannot use in a more profitable way;
- you need more time to find out the right cover and then cover the book;
- you may come out with a huge stock at the end of the period or, to prevent this, lose sales;
- you need to reorder small quantities of pre-cut covers during the campaign with added costs.

CoLibrì three size covers, on the other hands, mean:

- much lower inventory;
- much lower money blocked in the inventory;
- much lower space used to stock the covers;
- much easier re-orders ;
- much less final stock;
- more sales during the campaign avoiding out-of-stock situations
- less time to cover the book.

Higher efficiency, higher revenues, less risks.

Covers are too expensive:

- It's a service so should be compared with the result
- The features make cover a unique product
- You have to charge your markup so it's not a cost, it's a profit
- We will help you sell more, we can help you to push the product

The machine is too expensive:

- The quality of the machine makes it unique
- It's a tool to sell more cover: it's an investment asset, therefore you have to consider the business plan with the breakeven point, the Pay Back Time and the ROI
- You get a two years warranty
- Since it's a way to make more money, we guarantee free replacement in max 24 hours in case of damage

I have no space:

The machine is foldable

Where would you place the machine? at home? in the warehouse? in the shop?

The machine can be a way to get people's attention and get them interested in this unique service

Which is the value of the space in terms of € produced/square meter?

I have no time forward: consider labor costs in your country and specific labour laws:

- Pre-cover book in june-july
- Get orders of covered books in June
- Have customers come in the following day to

received all books covered (also to generate more traffic in the shop)

- Work extra hours
- Manage in a different way the order-cover-deliver flow

I need a new employee:

- Margin made on the service
- Pre-covering campaign in no-peek months
- Business plan to consider the cost of employee

Employee: I don't want to do an additional task:

- Use incentive (prize, money, etc)
- Launch contest campaign
- Work with the owner or director
- Pre-cover

End of year high stock:

- No minimum quantity: you can order and re-order to avoid high inventory
- You can pre-cover to stay to a precise quantity

No request from customers:

- It's impossible to require something which is new: you have to present it
- Be the first! Open a new market.
- You are right, you have to push.

We want to work directly with the producer:

We provide a better service locally:

- maintenance and assistance
- fast delivery
- no minimum quantity

LIBRARIES

We use cheaper alternatives:

- Cheaper products = longer time to apply
- Adhesive covers
- Better protection: 2-3 years additional book life
- Covers don't damage book (no glue, no tape, no scissors, no bubbles, no mess)

Covers not clear/cloud up:

Covering the books tighter can help minimise the clouding issue. Another way to improve is to use the thicker 120 micron covers

Pricing:

Package pricing (1500, 3000, 5000, 7500 covers).

Don't have people to cover books:

Boy's and girl's scout, volunteers, machine 3-5x faster.

Books come already processed/covered:

- Move upstream to book processor
- Our covers are higher quality

Book binders afraid of losing jobs:

- Added service capability
- More variety of work

UNIVERSITIES

Books come already processed/covered:

- Move upstream to book processor
- Our covers are higher quality

Covers not clear/cloud up:

Tighter covering, 120 micron (same as Libraries)

Don't have people to cover books:

Boy's and girl's scout, volunteers, machine 3-5x faster.

Don't need to cover books - Throw away:

Ecological impact.

Use cheaper alternative**Students don't want to cover books:**

Higher resale value/return value.

Use adhesive:

No scissors. Eliminate worker injuries.

MUSEUMS

Ask for certification:

PAT and other certifications

Don't cover enough materials to validate cost of system:

System allows you to protect more materials more efficiently.

Confident/comfortable with current materials:

Over 100 years protection with CoLibri covers and pouches.

BOOK DISTRIBUTORS/PROCESSORS

Too expensive:

- Recyclable
- Fewer people needed to cover books
- Reduce labor costs

Covers not clear/cloud up:

- Tight book covering reduces issue
- Working on new cover

Customers don't want CoLibri:

Go directly to customers who like.

Not our job (covering):

New service / new revenues stream.

SCHOOLS

Extra job:

- Speak to boss
- Training user + supervisor

No budget:

Rental option.

To expensive machine:

- Free loan
- Tailor fit covers
- Only 3 sizes needed

STATIONERY SUPPLIERS

Low margin:

Recurring revenue + benefits.

Who will support - technical service:

We will handle directly.

Keep customers secret:

Build trust.

FINAL CONSIDERATION: THE 365 APPROACH

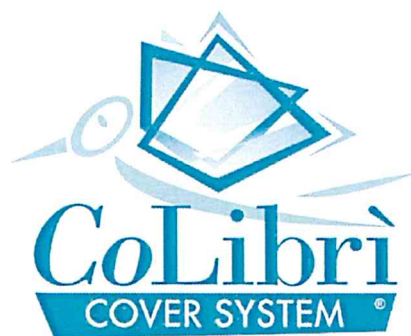
CoLibri development implies a new approach that help selling covers all over the year, for different targets. Text books are a reach market, but unfortunately this is a seasonal market.

During the workshop some hints and guidelines come out.

What was suggested is to find out selling value for different kinds of books, because CoLibri can be an actual value in many different ways. Just as a first sample, here some clues that were shared:

- cook books: protect from cooking environment
- law books: usually very used and rich of notes, provide longer life
- technical books: usually very expensive, provide longer life
- travel guides: protect from use in every context
- religious books: used daily or frequently, could be very expensive, provide longer life, prevent from wearing
- comics: protect without adhesive, increase value for future re-sales or protect from damaging

Marketing tools will be proposed to supply hints and tools to expand the market.



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