



# SHELF HELP

## MERCHANDISING SERVICE

We get around.  
We see things.  
We learn from  
what we see  
and we share  
our knowledge  
with you.

### ASK US ABOUT:

Adding new sections  
to your store

Expanding or  
refining sections

Improving store  
layout and signage

Marketing and  
programming suggestions

Display ideas—including  
regional and seasonal needs

We'll work with you for as long as it takes to develop and try ideas, measure results, and adjust until you're pleased.

It's a no-cost benefit of your relationship with Baker & Taylor.

## WHAT A STORE SAYS...

"Last week our sales rep from Baker & Taylor spent a few hours helping us evaluate our new space. She helped us identify multiple things we could change/update that wouldn't cost more than \$50 total. Thank you B&T for your support of indie bookstores!!"  
– Let's Play Books in Emmaus, Pennsylvania

# YOUR SALES TEAM

## **NORTHWEST**

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