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IRLS 564
Reading Reaction

Reading: **Face Time: The Power of Person-to-Person Marketing**

Librarians need to market themselves and their skills and resources, especially in this age of technology when a question can be answered via phone, Internet, email, IM, as starters. People still thrive on human contact and connection. One way to market the librarian's role is to 'walk the halls', sometimes to deliver requested resources or to pick up materials that need to go back to the CLIC. When this happens, the librarian is conveying three things: 1. You are my priority, 2. This is what I can do for you, and 3. I am receptive and open to your comments or suggestions.

This is an excellent lesson for all librarians, not just CLIC librarians. The 'face-to-face' begins the connection between the people and relationships can be nurtured and help improve customer service.

"Knowing how to anticipate our clients' needs and to share critical information and news of new services effectively are also vital elements in today's fast-paced information environment. These can be best achieved through the development of personal business relationships with our clients." (27)

Peros, Janet. (2005). Face time: the power of person-to-person marketing [Electronic version]. *Information Outlook* (9)12, 25-27.