A GUIDE TO MERCHANDISING

Essentially, merchandising is the act of promoting the sale of goods or services, and for retail outlets this is one of the greatest resources that they have in their tool belts. Merchandising can be used to increase consumer purchases with retail stores and will allow consumers to choose from a variety of hot products available for sell. This can be done through in store displays, for example, because the consumers can be enticed through the visual representation of the products available and then become influenced to make a purchase. The best way to begin the process of merchandising is to consider, who's your target? For retailers this can be a little tricky, especially if you have many different categories of store items. You will have to think ahead on what kind of merchandising technique makes sense for your consumer audience.

Using The Senses

When thinking of ways to encourage consumer purchases through merchandising, don't just think visual! While its easy to guess that increasing shopper experience can be done through visually stimulating displays such as using end-caps or single-line queues, the best companies are utilizing a multitude of ground-breaking and proven techniques in order to influence higher sales. Here are some ways that you can think outside the box when it comes to merchandising.

Sound

Utilize music in your store to influence the way you consumer shops based on who you are targeting.

Touch

If customers can touch, feel, or try out the product you're encouraging to sell this can definitely influence a buy.

Smell

Its crazy to think that consumers can be influenced to shop by using Scent Marketing, but its definitely possible. Utilizing this technique can increase your audiences brand experience.

Taste

If your business sells consumables, this is definitely one sensory area you'll want to capitalize on. Taste is known to be one of our most emotional and intimate senses because, simply, you can't taste things from far away.

Final Tip: *Take a look around and evaluate what products in your store could be used to incite impulse within your consumers. Utilize and cross sell those items when merchandising in order to increase add on sales. You could also choose an item each week to put at the checkout line in order to up-sell.*

Brought to you by the Independent Retail Pharmacy Association