



## Effective store merchandising to increase sales

It's vital that visitors to your store are aware of your business and what you offer. Whether you sell retail goods or provide services, it's time to think about how your shop looks, inside and out.



### Grab their attention

Start with clean windows. Make sure that the name of your business is visible.

### Put it on display

Note which products and which displays are topped up most often so you know what is selling. Try different display locations to find out which ones work best.

Customers love new products so display these prominently. Put bestsellers with a high margin in an obvious place.

Update your displays regularly. Take account of changing seasons as well as how long the display has been up.

Make it easy for customers to find a product they have seen in the window.



### Organising stock and displays

It's easier for customers and staff if related products are all in the same area. Customer will expect your team to know where things are.

### Have the right floor plan

Avoid bottlenecking. Arranging your shop so that it's easy for customers to walk around can make a difference.

### Cross merchandising

Cross-merchandising is displaying complementary products together.

- Sunglasses next to suncream or summer clothing.
- Batteries next to gadgets and toys that require them.
- Biscuits next to tea and coffee.



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## Checklist for your shop

### 1. Start outside

**You want your shop to look appealing to customers and for it to be clear what you sell. Stand in front of your premises and look at the following:**

- Is it clear what your shop sells?
- Is the name of the business visible?
- Are your windows clean?
- When were your window displays last updated?
- Are there any seasonal events/trends you can feature to draw people in?

**Tip: Ask a friend or other business to help and give you a fresh pair of eyes.**

### 2. Move inside

**Step through the door and view it as if you were a customer.**

- Does the store look tidy?
- Are the aisles clear?
- Do you have sufficient in-store signage?
- Do staff know where products are?
- Is it easy for customers to find products?
- Are there prices on products?
- Are there any empty shelves to fill or out-of-date items to remove?
- Are there Point Of Sale (POS) items by the till? This is a great place to put small, low-cost items that are essential or seasonal.

### 3. In general

- Are staff members easy to identify with a name badge or uniform?
- Do you know what stock items you are promoting?
- Have you reviewed how well current display items are selling?



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