



# Creating Effective Dump Bins

**LESSON OBJECTIVE:** Show employees the elements that go into creating dump bin displays.

**ESTIMATED COMPLETION TIME:** 5 to 10 minutes.

**HOW TO USE:** The lesson includes a PowerPoint presentation. The trainer's notes will offer notes for each slide, but you may elaborate on each as much as you wish.

## Slide 1

### Introduction

- Dump bin displays are stand-alone merchandisers usually placed in a power aisle or other wide aisle in the store. They are typically filled with a single product. As the name suggests, it appears as if a lot of product has been "dumped" into the display. In this lesson, we'll talk about the importance of this type of display and how we can use it in the store.

## Slide 2

There are a few reasons why dump bin displays are so effective and why they work differently than standard shelf displays.

- Dump bins create a sense of value. When shoppers see a large quantity of product, as they do in a dump bin, they perceive that the products are on sale. There's a perception that the items in the display are at a bargain price.
- Along with a sense of value, dump bins promote a positive price image. They enforce the idea that the products are at a bargain price. This helps promote our store's competitive price image.
- They also create a sense of urgency. Depending on what the item is, customers perceive that the items in the display will only be available for limited time, or that the special pricing will only be available for a limited time, so there's an urgency to buy right away.

## Slide 3

While this is an easy display to create, there are still a few guidelines we can follow to get the most out of it. Not every display will follow all of these guidelines, but in general we keep them in mind when creating a dump bin.

### Use low price items.

- Since these types of displays help promote a low-price image, the items we place in them should be low-ticket items that enforce a sense of value. We want to use items that can be sold for a good price.

## Slide 4

### Use advertised items.

- Dump bins are a good place to put advertised items because they will be in a prominent place on the salesfloor and be easy to find. Advertised items are usually priced competitively, which as we just saw are the types of items we want in a dump bin. In addition to low price, advertised items create a sense of urgency to buy.

## Slide 5

### Use closeouts and special buys.

- Dump bins are a good place to promote closeouts because they grab the shopper's attention. It's also a good way to quickly sell product, as shoppers feel a sense of urgency to buy and the price is low. Dump bins are also good for products that are not part of the regular merchandise mix of the store, or one-time buys.

## Slide 6

### Use seasonal items.

- Seasonal items are a great choice for dump bin displays. Dump bins help highlight these products and create that sense of urgency for the customer to buy.



Slide 7

Use everyday items.

- Items in dump bins should have a broad appeal, or they should be items that many consumers will use every day. It's also a good idea to use items that are small or can be picked up easily. When items are easy to pick up and put in a shopping cart, and when they are available at a low price, there is a good chance more customers will buy them.

Slide 8

Offer add-on sale opportunities.

- Given that items in dump bins are often value priced and items most consumers need, they make great add-on sales. Be on the lookout for opportunities to suggest those items to customers as an additional sale.

**CLOSING COMMENTS:** Dump bin displays are an important part of the merchandising strategy in our store. Understanding how they work will help you be a better salesperson and you might even be able to suggest items or places in the store where they would be a good fit.

**ADDITIONAL TRAINING:** Take NHPA's Retail Merchandising course to learn more about dump bins and other types of merchandising.