



Maintain Your Merchandising

LESSON OBJECTIVE: Review ways employees can maintain effective merchandising.

HOW TO USE: Distribute the downloadable infographic and discuss with your employees. You can also post it in the breakroom for a quick reference and daily reminder as you seek to create good housekeeping habits.

LENGTH: About 3-5 minutes to review the PDF. Use the Additional Discussion points for a longer training session.

DISCUSSION GUIDE: One of the keys to maintaining effective merchandising is to keep things clean. Messy displays don't appeal to customers and don't encourage them to make a purchase. These types of displays make the entire store look disorganized. They make it difficult for customers to find what they're looking for. They also send the message that your store may not have what the customer wants.

Keeping the store's merchandising neat and clean is something each of you can do on a daily basis. Here are four basic principles to remember. These are principles you should keep in mind every day as you're walking through the store. When you see a problem, fix it as soon as you can. That way, the store is always looking good for every customer.

Full

- This means making displays look as if they are full of product. If displays are empty, customers will assume you don't have what they need and may go somewhere else.
- Fix it by restocking and filling up the display. If there is no more stock available, alert the manager that it's time to reorder.
- Another way to fix it is by pulling product to the front of the shelf, hook or bin. This makes the display appear full and makes it easier for customers to find what they need.

Faced

- This means turning products so the front label is facing the customer.
- This allows us to make the most use of the information and colors on the product packaging. Manufacturers design packages to communicate a message to customers and to catch their eyes, so facing each product allows you to make the best use of that.
- This also allows customers to easily identify the products they are looking for.

Complete

- Complete displays are organized and current.
- Look for orphan items, or items that are in the wrong place, and return them to their proper home.
- Remove empty or damaged packaging. Damaged packaging leaves customers with the impression that your inventory is out-of-date, and they usually don't want to buy something in a damaged package.
- If you see a product without a price tag, or a price tag you know is incorrect, report that to a manager immediately. Incorrect information on a price tag or other store signage will lead customers to distrust you.

Clean

- Displays that are dusty or disorganized leave a bad impression of the store. They also leave the impression that the store has out-of-date merchandise.
- Pick up any items that may be lying in the aisle and that could cause a hazard to customers.
- Clean dusty shelves and products when you see them.



ADDITIONAL DISCUSSION:

Why is good merchandising important? Here are a few possible answers.

- Effective merchandising encourages customers to buy what's on the shelf, because it makes displays more appealing to them.
- If merchandising is well-executed, it can improve the store's overall profitability, because it can promote add-on and impulse sales.
- Good merchandising can save employees time, because customers can more easily find what they need.
- If the store's merchandising is clean and helps shoppers have a good experience, they are more likely to come back.

Review the merchandising in your own store. Are there "problem" departments where you often see merchandising problems? How can the team of employees as a whole address that problem?

Are there any other ways you've found to help maintain your store's merchandising?

FOR FURTHER TRAINING: To learn more about merchandising and housekeeping, take NHPA's Basic Training Course in Retail Merchandising course, available for NHPA members at www.yournhpa.org.