



Fix Your Merchandising

LESSON OBJECTIVE: Review merchandising best practices.

HOW TO USE: The lesson consists of a series of six articles from Hardware Retailing. Each article contains two parts: the first page shows a merchandising photo with several items that need fixed, the second page shows the corrected displays with notes as to what was wrong. You can use these articles as an exercise with your employees to sharpen their merchandising skills.

For the exercise, show the first photo to a small group of employees and see if they are able to spot what's wrong, or if they have suggestions for improving it.

Use each photo as a way to start a discussion about the best practices surrounding the common types of merchandising you utilize in your business. You can go through all six articles at once, or spread them over several meetings.

DISCUSSION QUESTIONS

- What is wrong with each of these merchandising photos?
- Are there ways you could improve the merchandising in the photos?
- Are there displays in our store you think need to be fixed or improved?
- Do you have any creative ideas for ways we can better merchandise departments?

FOR ADDITIONAL LEARNING

To give your employees a solid understanding of the importance of merchandising and the role it plays in the profitability of your business, have them take the Basic Training Course in Merchandising. The course discusses each of the basic types of displays, including endcaps, dump bins and counter displays, and then gives best practices for creating and maintaining each type. The course also discusses the unique merchandising needs for various departments around the store.

This course is available to NHPA Training Members. If you are not a Training Member but would like to learn more, visit yournhpa.org/membership.