



Effective Project Displays

LESSON OBJECTIVE: Show employees how to create effective project displays.

ESTIMATED COMPLETION TIME: Approximately 5 minutes for the PDF. Use the Additional Discussion section to spend more time on this topic.

HOW TO USE: The lesson includes a PDF which you can distribute to employees or hang in the breakroom for quick reference. Elaborate on the notes below as much as you wish to fit your particular product mix.

This lesson will discuss five elements to include in an effective project display. To teach your employees more about the principles of merchandising, have them take NHPA's Basic Training in Merchandising. This course is available to NHPA Training Members. If you want to learn more about becoming an NHPA Training Member, visit yournhpa.org/online-training or call 800-772-4424.

INTRODUCTION

Project displays are effective merchandisers because they show the products needed to complete the task and remind customers of projects they need to do. You can create this type of merchandising on endcaps, floor or window displays – anywhere you have enough space for several products. If you want to try creating some of these displays in the store, you can start by learning the elements that make up an effective project display. As an example, we'll talk about a grill display.

PROJECT STARTER

This is the one essential item that starts the project. It's likely the first item the customer thought of when starting the project. It's also the item you're most likely to promote. If someone wants to do some grilling, the grill is what they'll be looking for first.

TOOLS AND SUPPLIES

You don't always need to merchandise everything needed for a project, but include one or two other essentials items. These are often high-margin items to offset the lower margin you might get from the promotional item. In our example, customers buying a grill will need utensils.

CROSS CATEGORY

Include an item from another category that's related to the project. That item may draw customers into another department of the store for continued shopping. For example, add-ons such as lighters and matches may be stocked in heating and cooling. As another example, if you display a few housewares items with the grill such as cups and plates, customers may be prompted to go over to that department and look at other options.

NON-ESSENTIALS

Offer an item that's not essential for the project, but that might help customers or make the project more enjoyable. A new cookbook isn't an essential product when purchasing a grill, but it may be something customers would like to have.

PROJECT LIST

If the project is complex, consider posting a list of all of the tools and supplies needed to complete it. This will also give customers the confidence they have everything they need before they leave the store. You can use that project list as a selling tool, too, as you are helping customers find what they need.

FOR ADDITIONAL DISCUSSION

What are some other projects you commonly sell? What items would you put on a display to sell that project?

FOR ADDITIONAL TRAINING

Make sure all employees have completed NHPA's Basic Training in Merchandising course so they know all of the basics of creating and maintaining effective displays. This course is available to NHPA Training Members. If you want to learn more about becoming an NHPA Training Member, visit yournhpa.org/online-training or call 800-772-4424.