

CREATIVE SELLING



ATTRACTING CUSTOMERS WITH DISPLAYS

Today, customers are inclined to seek special deals and wait for sales before they buy merchandise or stock up on small products. As a result, customer demand for products fluctuates more widely than ever before.

Attractive displays can draw attention and lead to product inspection and selection. Displays should allow access to several shoppers at once. Inform your customers of any specials—both advertised and non-advertised. These steps will educate customers, keep them in your store longer and stimulate unplanned purchases.

Well-designed displays are versatile. They can accommodate the addition of new products and promote impulse sales. By creating a strong visual impact at the point-of-purchase, your display presents the convenience of one-stop shopping.

By arranging merchandise in a related fashion, your displays increase sales potential for all products one hundred

and seventy percent over displaying these same products separately.

Displays can be made more eye catching and effective by using the simple props found in your NAPA AUTO PARTS store. The use of point-of-purchase props can increase sales by one hundred and twelve percent over displays without props.

Be sure to keep the displays fresh and neat. Poor housekeeping and unchanged displays have a negative effect on customers. A display's sales impact can also be victimized by out of stock conditions. When the contents of a display drop to a low level, the display loses customer appeal.

When displaying seasonal merchandise or an advertised special, use feature end displays. This will give you increased customer awareness leading to more unplanned purchases.

Point-of-purchase signage is the last step in designing a successful selling display. Effective point-of-purchase signage

must have two ingredients to be successful: it must tell your customer the benefits of buying the product; and it must show the price or any special price of the product. Including point-of-purchase signage on your display will inform and stimulate unplanned purchases. Effective point-of-purchase signage enables you to maintain control of the message delivered to your customer at the point of sale.

Attractive, accessible, well-designed and maintained displays, with proper signage, increase your sales.

PLANNING YOUR SALES AREA

How large should my sales area be? How much inventory will I need? How can I afford a cashier?

Does this all sound familiar? You've probably asked yourself and others these same questions. Some people may have just smiled at you and others may have told you plans of "super stores" which required financing that would scare even Macy's. The fact is, the answers to your questions are all within your store.

How large should my sales area be? How much inventory will I need?

These questions should be followed with a series of questions about your store. How much walk-in traffic does your store now receive? Are you relocating your store or are you staying in the same location? How much do you expect your business to increase by making these changes? Ten percent, thirty percent, fifty percent?

Your sales area size and inventory should be determined by first looking at the inventory you want to display. You should never order gondolas and just "fill them up." This will make it difficult to achieve a return on your investment. Just as all good salespeople do, decide what you're going to sell, and then look at how it can be properly merchandised.

Look at the percentage by which you intend to increase your sales, then look at your investment and make your plans. However, if you plan to build a large sales area, you must plan for a large merchandise order. Look first at the amount of merchandise you can afford, then build your sales area to fit your merchandise order. Remember, you will sell more out of a smaller, well stocked sales area than a larger sales area which appears empty.