



**Visual Merchandising Tips  
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Your guests' adventures don't have to end at the take out or the return trip to the ranch. Rest assured, they are hungry for an opportunity to preserve the memory of their experience through the purchase of a product. For a few moments you've got a willing and eager audience. Make the most of it! Consistency of your company's image and mission is the number 1 thing you can do to enhance sales in all phases of your operation. Shopping is a sensory experience and while a consumer is visiting your store, his or her ability to merge with the image you have put forward depends on how well you've communicated your brand. Be sure that through the use of props and displays you are mirroring the adventure you have just provided. Your visual display – how you utilize lighting around the arrangement of merchandise – tells the shopper everything about your store in one quick look. You could be selling just what they are looking for, but if your display doesn't highlight it, you might miss out. Why not utilize equipment from your business as props. Incorporate photographs of staff wearing or using merchandise as a powerful testimonial. There are simple things you can do to raise the level of your store from average to sensational.

When judged by its revenue producing capabilities, each spot in your store will vary in terms of value to your bottom line. Statistics show that 25% of your customers will venture farther than halfway in to your store from the front door. This means the front third of your store has a sales potential of nearly 48%! The middle weighs in around 36%, while the back of your store only provides 16%. Keep this in mind when deciding where to position prime merchandise. For all you math gurus out there, here's a little formula to help determine how space should be allocated to a particular product. Let's call it the Sales Productivity Method. First, look at your average annual sales and jot the average sales per square foot based on your store's total square footage. From tracking prior years, you know that a certain percentage of your total sales will be generated from, for example, the sale of tee shirts. Let's say that your store spans 1000 square feet and your annual sales comes to \$100,000, of which 63% is from tee shirt sales. 630 square feet is how much space you should allocate to selling tee shirts.

**Square Foot Allocation**

$$= \frac{\text{Total expected sales} \times \text{Share of sales from a product}}{\text{Average Sales/Square Foot}}$$

Or: **630 Square Feet**  
=  $\frac{\$100,000.00 \text{ Yearly Sales} \times 63\% \text{ T Shirt Sales}}{\$100 \text{ Average Sales/Square Foot}}$



### **Fun and Powerful Ideas:**

By locating the cash register at the rear of the store, you will encourage customers to explore the entire space. Or you could surround the cash register in a central location with selling areas radiating towards it like spokes in a wheel. When setting up your floor plan, always look at your space from your clients' point of view. What will be convenient and appealing to them? Place all fixtures parallel or perpendicular to a wall, aisle, and/or to each other. Avoid setting fixtures on an angle. If your space has one or more angled walls, the fixtures immediately adjacent will usually follow the angle of the wall – still parallel to the wall, but not parallel to other fixtures in the department. Taller fixtures should be positioned to the back of the store with all other fixtures adjusted as low as possible, keeping merchandise at least six inches off the floor. Wall units offer a versatile way to maximize space. Slat wall, grid units, shelving, and bins are a few to consider.

Create a mood that not only entices the guest to enter, but encourages them to linger. Displays that say “Come Look” is one way of achieving this. Group merchandise and related props by color. Lead your guest from one display to another – from the front of your store to its interior. Avoid flat presentations. Animating your displays by grouping companion items together encourages multiple sales through subliminal messages; this tee shirt goes with this headband, etc. Add sparkle to your displays with lighting and floor plants. And, of course, neatness always counts, not only in the image your store projects but the overall image of your company.

You can create an environment and atmosphere that makes your guests feel comfortable while motivating them to buy. By re-creating your company's experience in your store through imaginative uses of props, lighting, and merchandise display, financial rewards will follow. According to figures from the US Resident Traveler's Activities, shopping was the #1 activity enjoyed by tourists and outdoor adventures was #2. What a brilliant position to be in!