

# GENERAL MERCHANDISING TIPS

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- ▶ Keep store clean and organized
- ▶ Create dynamic displays combining high margin and low margin sale items
- ▶ Be creative with displays, using horizontal and vertical lines to create texture and depth
- ▶ Limit the variety of products per display
- ▶ Include attractive and legible signage
- ▶ Scale display to meet anticipated sales and inventory. Do not run out of sale items!
- ▶ Know your top sellers and highlight them
- ▶ Highlight seasonal products with crisp, enticing displays
- ▶ Maximize volume sales with special pricing for case discounts, 2 for deals, or short-term exclusive sales
- ▶ Organize product strategically, combining foods that pair well together
- ▶ Combine Vermont and national brands to boost sales
- ▶ Ensure that labels are always facing out
- ▶ Use your checkout area for volume sales, and not just grab and go/candy impulses
- ▶ Cross-merchandise between departments
- ▶ Incorporate samples into merchandising displays
- ▶ Sample, sample, sample! Create daily sampling program and maximize sampling during rush hours

