



# Merchandising your Store

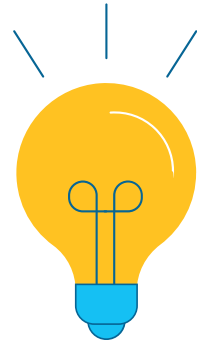
## 5 KEY POINTS

Want to maximize sales with a smart store layout? Here are some practical tips and tricks to highlight presentation of your products and draw in traffic.

### 1. Start with a Clean, Inviting Entrance

For a strong first impression, it's key to keep entryways uncluttered and open to anyone. Engaging signage to display bestsellers or new arrivals will help draw in the curious.

This directly leads into the "Decompression Zone", or the first 5-15 feet inside your space. This is where customers adjust to your space so opt for aesthetic displays and avoid placing key merchandise here. Intentional and mix lighting can create an ambiance that'll draw attention to key areas and further guide the eye.



### Lead Customers Through a Journey 2.



Use your space wisely by placing key items deeper in to encourage browsing. Keep in mind traffic tendencies and guide foot traffic on a right turn basis.

Put lots of thought into your audience and their interests to group products. Highlight "storytelling" displays by placing complementary products together to follow a contextual theme.

During checkout, keep the counters clutter-free and customer focused to optimize action. Feature small items nearby for any last-second additions.

### 3. Use Signage to Educate & Persuade

Ensure your brands and signs are clear and identify product benefits. Rotating displays, updating sales, and showcasing new, trending, or local products will keep the store experience fresh and dynamic.



### 4. Reflect Your Brand Personality

From décor to music, ensure everything aligns with your brand. Adding unique touches make your store memorable and shareable, such as handwritten tags or local facts to exude a loving personal touch.



### Review and Pay Attention 5.

Observe and adapt to your customers needs and enjoyment. Continue to test and tweak what works best for you, your audience, and the times.

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