

PharmacyFirst+ Insights

Merchandising

To maximise your sales – it is important that your shelves appear fully-stocked.

When a customer sees a gap on your shelves it **reduces their confidence in your pharmacy’s ability to satisfy their needs.**

Every day you should have a staff member move products to the front of the shelf so that there are no gaps – and in a busy pharmacy you should do this several times a day.



The importance of knowing your Top Selling products

Have you heard of the **80:20 rule**?

In your pharmacy this “rule” suggests that **80% of your retail sales comes from just 20% of your products.**

TIP

Increasing the shelf-facings of your Top Selling products will increase sales

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You can use RPM to view your pharmacy’s **Top Selling Products report.**

Plus, you can view the Top Selling Products for all the Independent Pharmacies that use RPM.

Group - Top 10 Products				
	ID	Product	Average Price	Stores with Sales
1	2555050	LIVON LYOSPHERIC VIT C 30s	\$54.54	101
2	2347466	ETHICS PARACETAMOL 500MG 100 CS TAB	\$9.43	111
3	2492679	HEART SURE PULSE OXIMETER	\$106.23	57
4	2428261	ETHICS IBUPROFEN TABS 200MG 100	\$11.92	114
5	2271060	OTRIVIN F5 ADULT NASAL SPRAY 10ML	\$13.57	134
6	704504	NUROFEN ANALGESIC 96	\$24.57	122
7	2592061	FLIXONASE NASAL SPRAY 120DSE NEW	\$24.89	125
8	2523450	PANADOL OPTIZORB TABS 100	\$21.98	105
9	2119218	*VOLTAREN RAPID 25MG T 30S	\$23.68	125
10	213845	CLEAR EYES 15ML	\$13.10	137

For the special price of just \$50 per month charged on your PWL account - we will provide you with full RPM training over the phone and ongoing monthly support. [Click here to read more](#)

For more information contact your PWL representative or email: support@rpmretail.com Ph 03 3777615