# Merchandising Best-Practice Guide
20 tips for visual merchandising displays that sell more

1.   Get rid of the 'runway"

If customers can travel straight to your counter and out again without having to change direction, they are not seeing the walls of your retail area where most of your best retail categories are.

While you do need to allow at least 1 metre between shop fittings (1.5m in busy traffic areas), you should move your floor units to create an interesting journey through the store to the counter.

SHOP LAYOUT BEFORE

SHOP LAYOUT AFTER


● Supplier Stand   ▢ Gondola
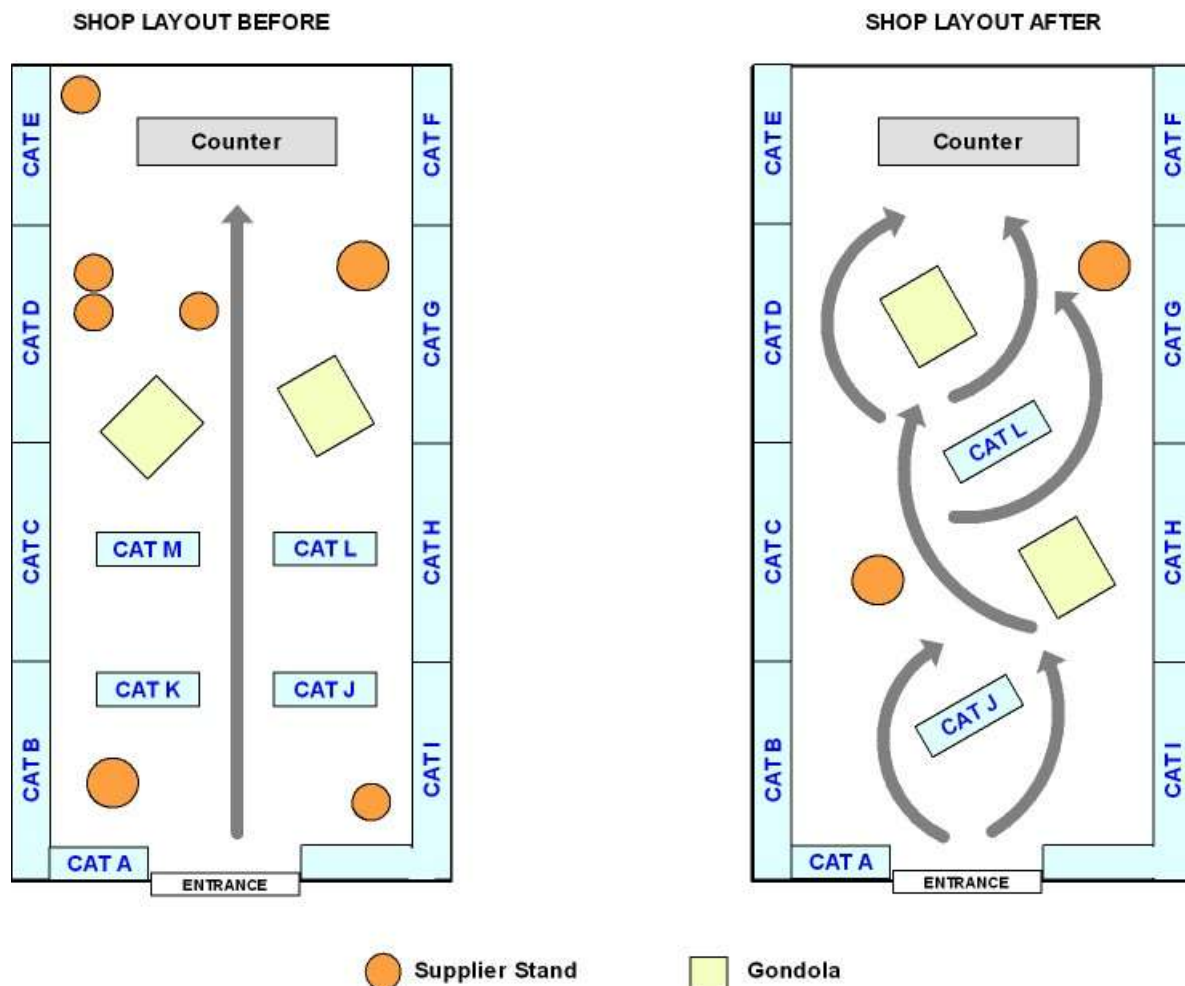
2.   Reduce the number of stands on your shop floor

With a small number of exceptions, you should not add too many suppliers' stands to your shop layout. Use the existing shop fittings (e.g. gondola ends) and designated hot-spots for promotional displays.
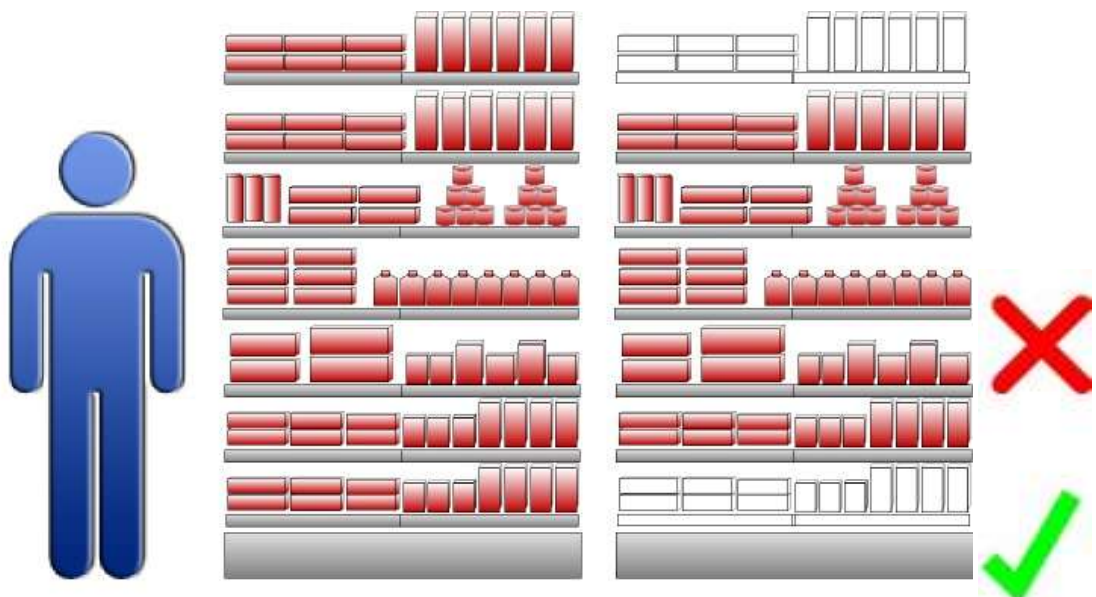
3.   Know your hot-spots

Mark the areas of your shop layout that are hot-spots on a map of your shop – and ensure that these are always used for top-selling products and promotional displays.
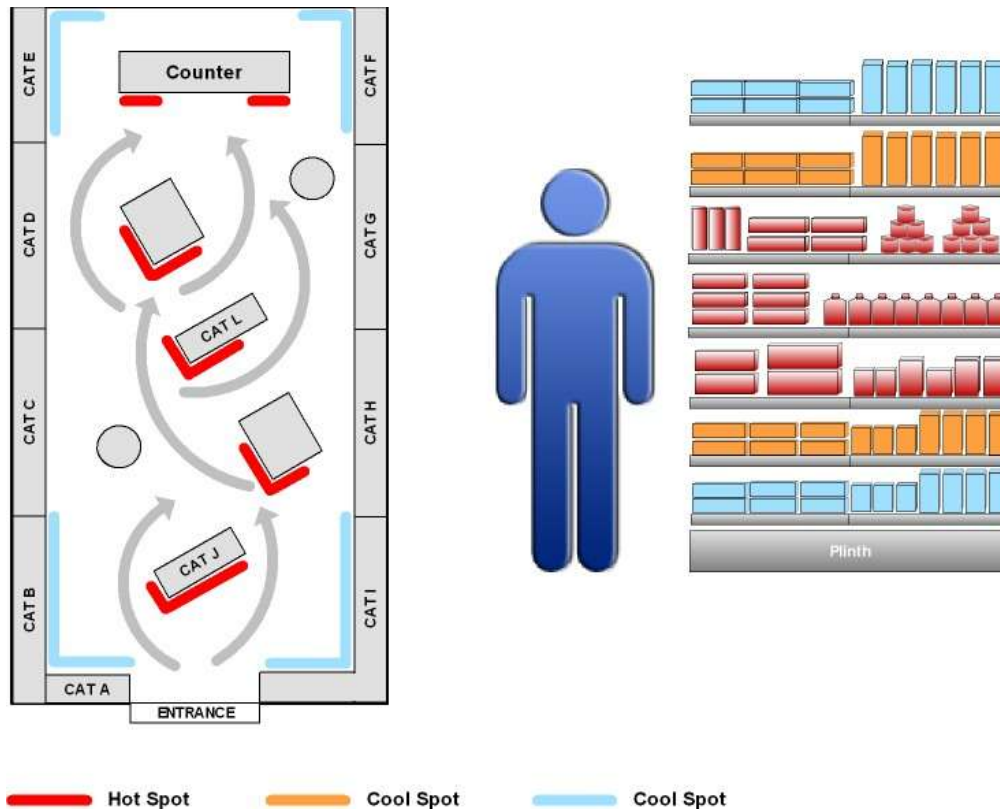
## 4.   Eye-level is buy-level

Use the best shelves for the best-selling product, and make your wall displays more customer-friendly by removing shelves that are too high and too low.

5.   Arrange your products by customer needs

Customers are looking for products to satisfy their needs – and your merchandising should help them to find what they are looking for and compare different products.

With a few exceptions (e.g. famous product brands or fashion ranges) your product categories should be laid out logically to help customers (and staff).
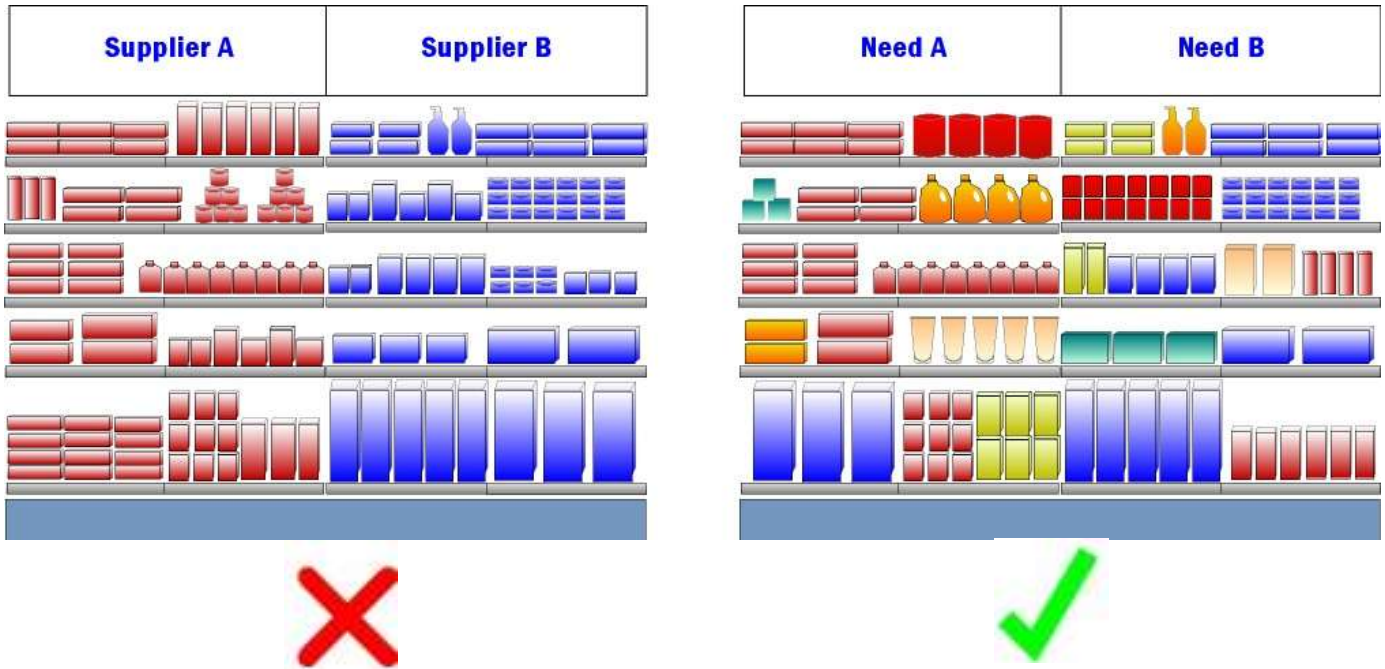
6.   Pick the winners – only!

Reduce your product range and help customers to make a choice by only displaying the "best" products in each sub-category.

Wherever possible "curate your range" by applying the "3-2-1 rule" – choosing no more than 3 brands of product for each customer need.
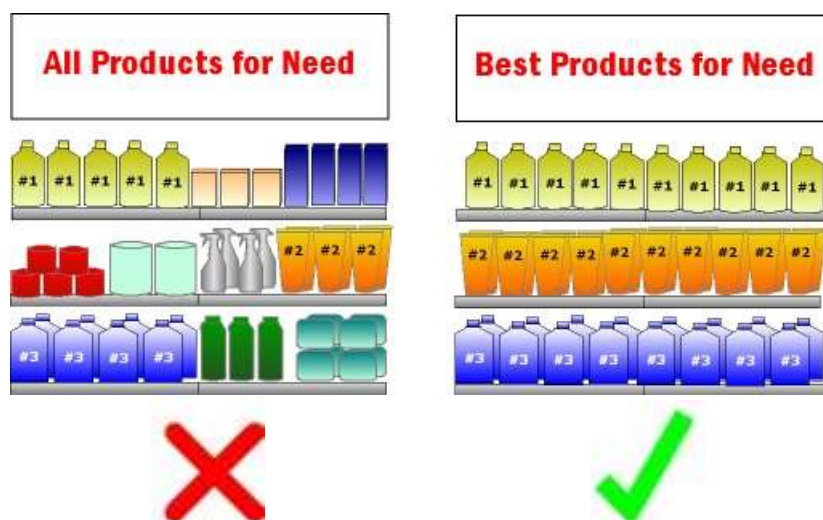
7.   Use category and sub-category signage for wayfinding

Clear category signage is like the headlines in a newspaper – they catch customers' attention and make them want to read more.

The sub-categories represent more detail about the customers' needs – and good sub-category signage on every shelf greatly improves the "readability" of your merchandising.
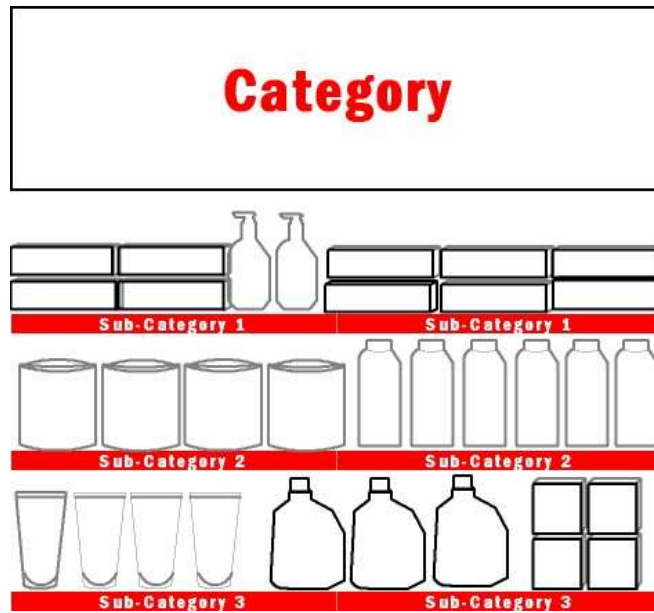
8.   Make space to display ALL products front-on

Products should never be displayed end-on.

The manufacturers have spent thousands of dollars on the design of the packet and you need to use this to maximum advantage on your shelf displays.
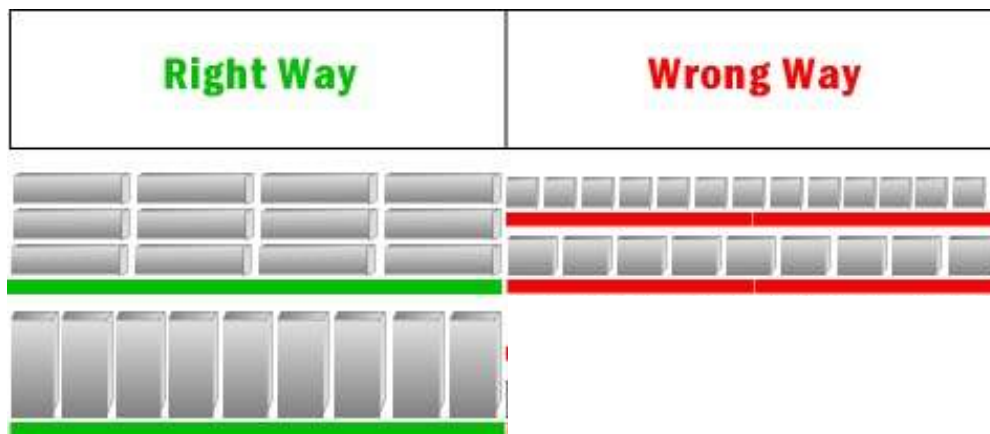

9.   Use multiple product facings for extra impact

Stock sells stock. So a display containing multiple facings of the same product helps with visual impact and gives customers more confidence to buy.
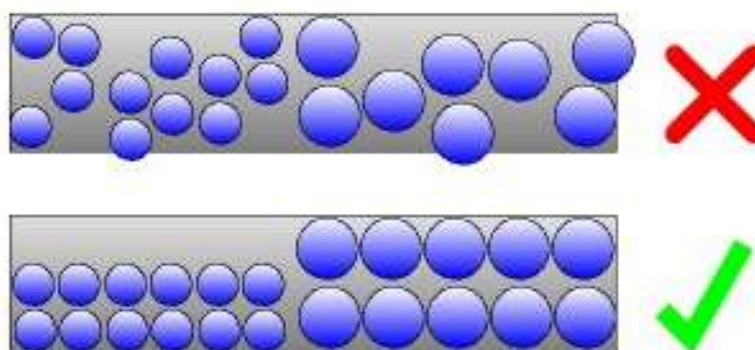
10.   Close the gaps

Never allow gaps to remain on your shelf. A full shelf is more visually appealing – so don't leave gaps between ranges.

Category with Gaps ❌ Category with No Gaps ✔️
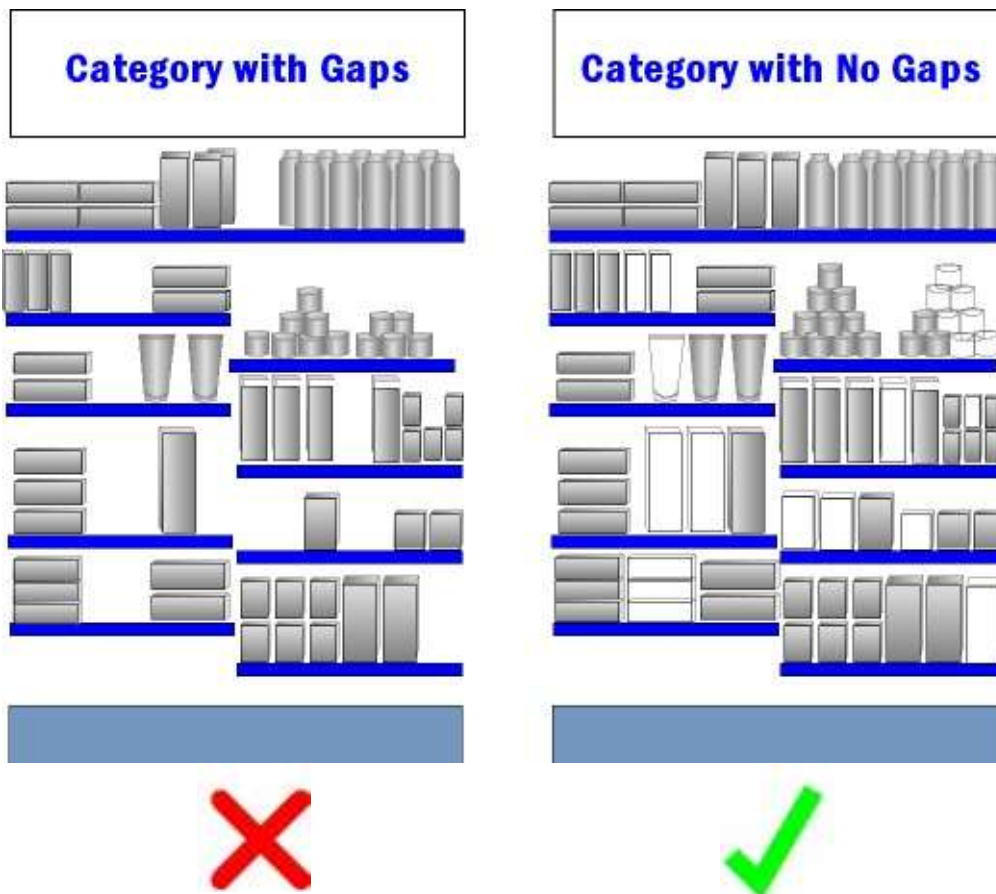
11.   Keep it straight

Good housekeeping shows that you care and makes your shelf displays more attractive. Face up the products to so that the front of the shelf is full.


Birds Eye View

12.   Stick to a rule about sizes

Have a rule about which way the different pack sizes of a product are arranged on the shelf. Because we read from left-to-right and most of us a right handed – it makes sense to put larger packs on the right where they are more likely to be picked up.
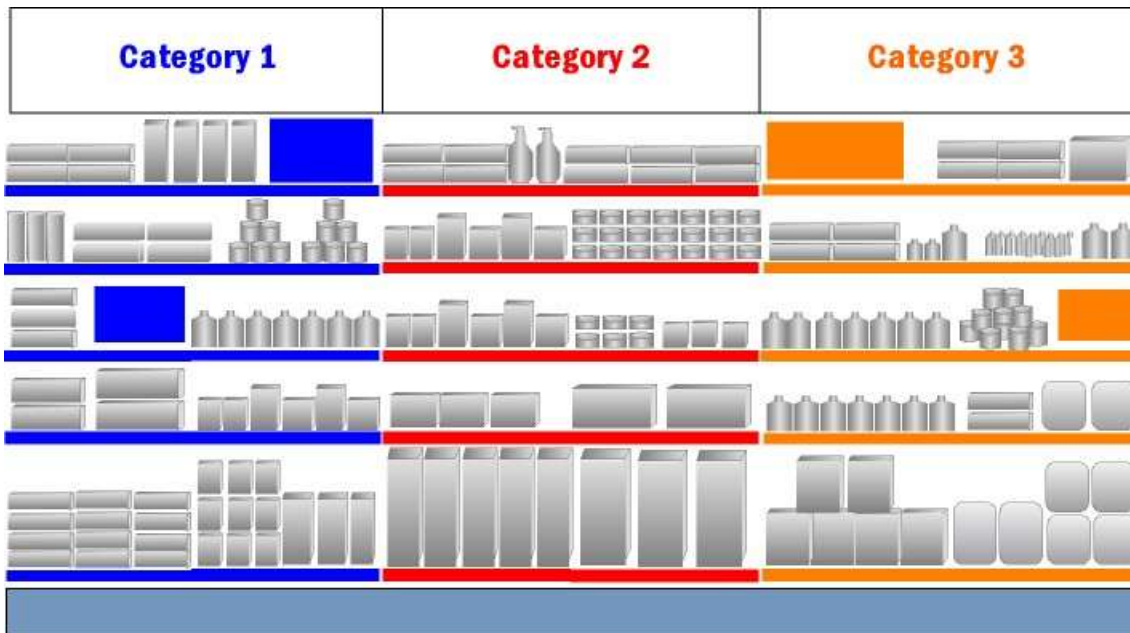
Smaller Sizes to the Left
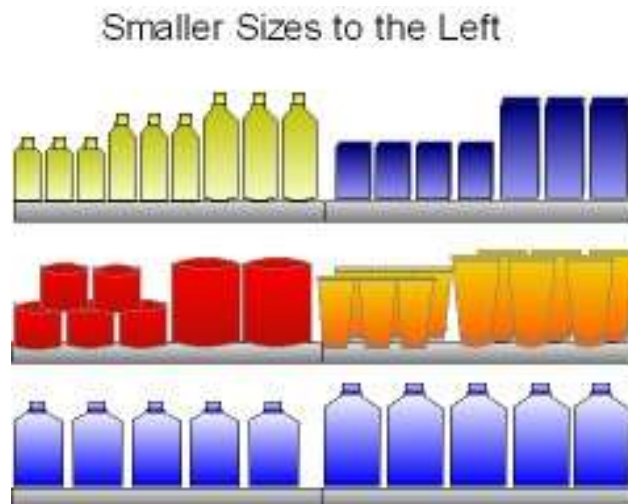
13.   No stock on the plinth

Your merchandising will look much more professional if all stock is displayed on shelves – so keep the plinth at the base of your displays clear.
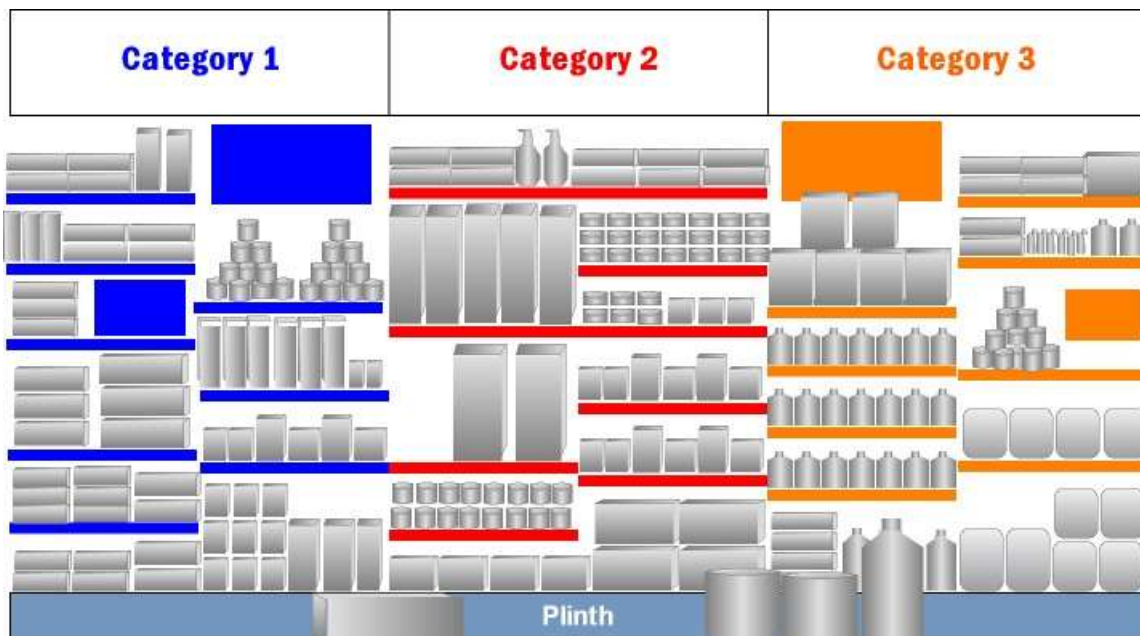
14.   No stock on the floor

Customers don't want to buy things that have been on the floor.

15.   Vary the shelf heights between categories

Help customers to identify where categories start and stop on your wall displays by creating different height shelving.

When all of the shelves are in a straight line (as per the diagram above) it is difficult for customers to read where one category stops and another starts.

Move shelves closer together so that there are no large vertical gaps between products.
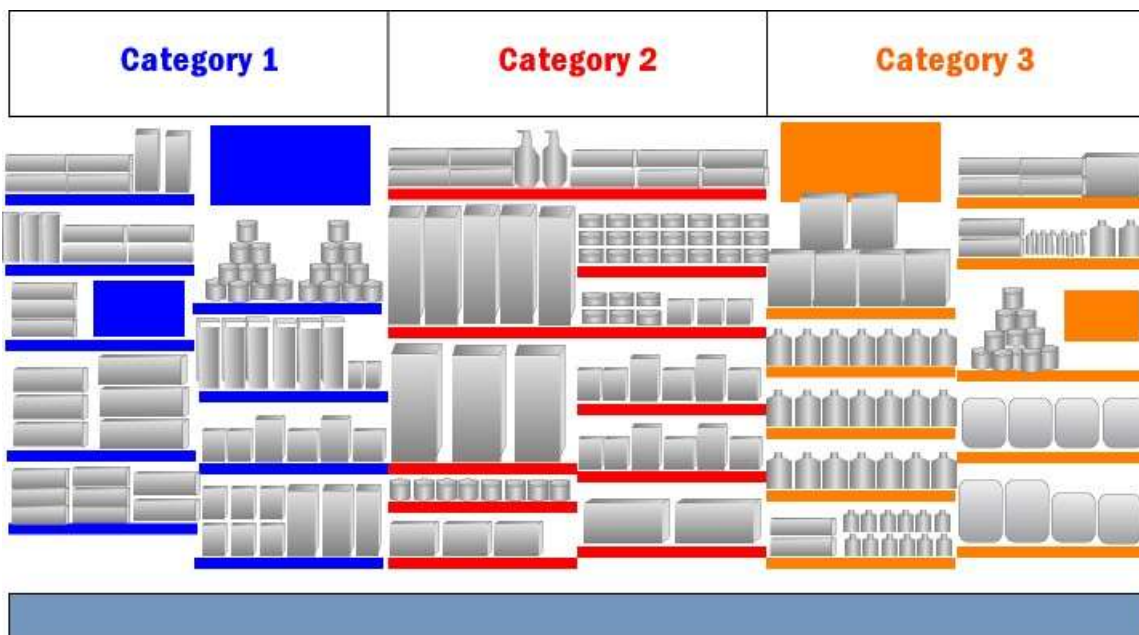
16.   Keep it down

Reduce the height of all free-standing product displays in the body of your shop. If customers can't see over your gondolas and stands they are not going to flow throughout your shop.
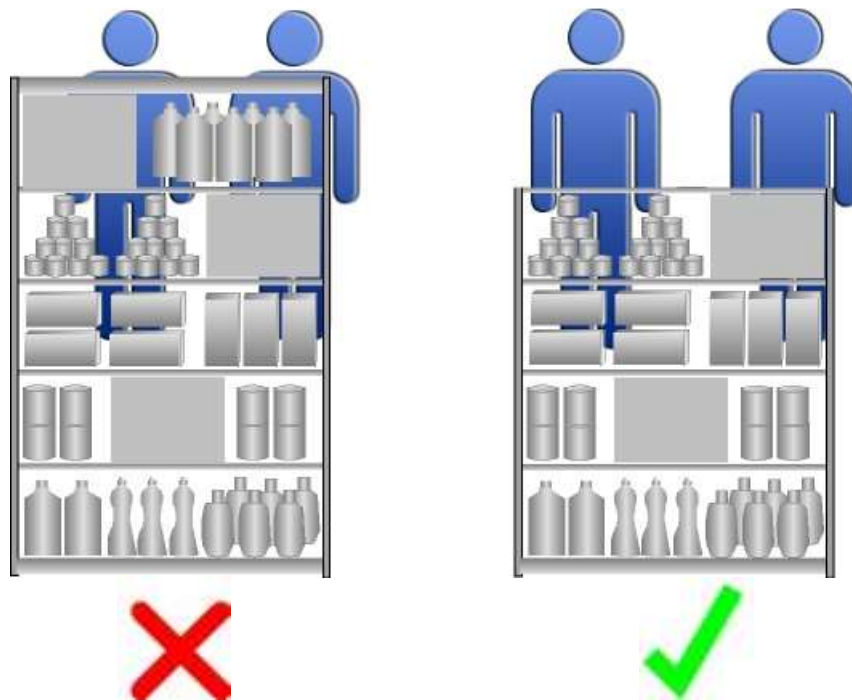
## 17.   Don't block access to core product categories

Unless your shop is in clearance mode – promotional displays and stands should never be placed in front of your core product categories.
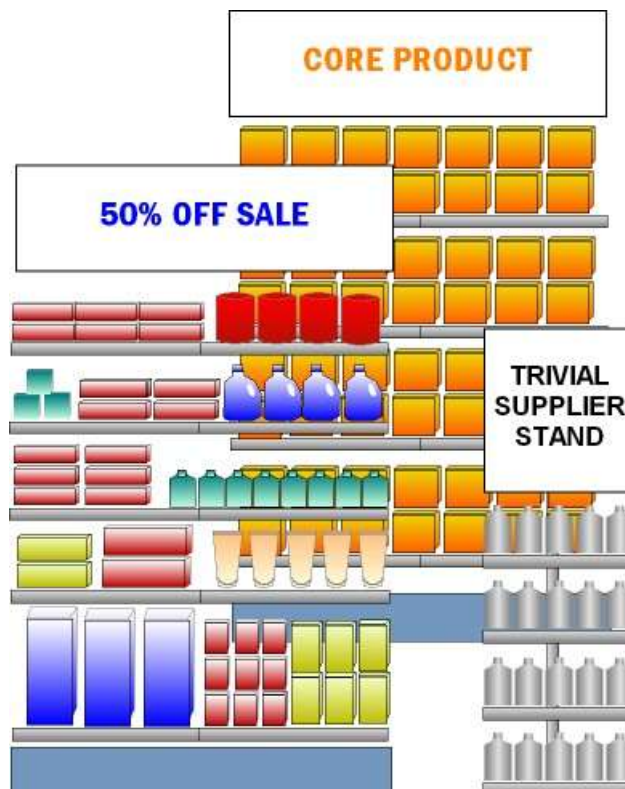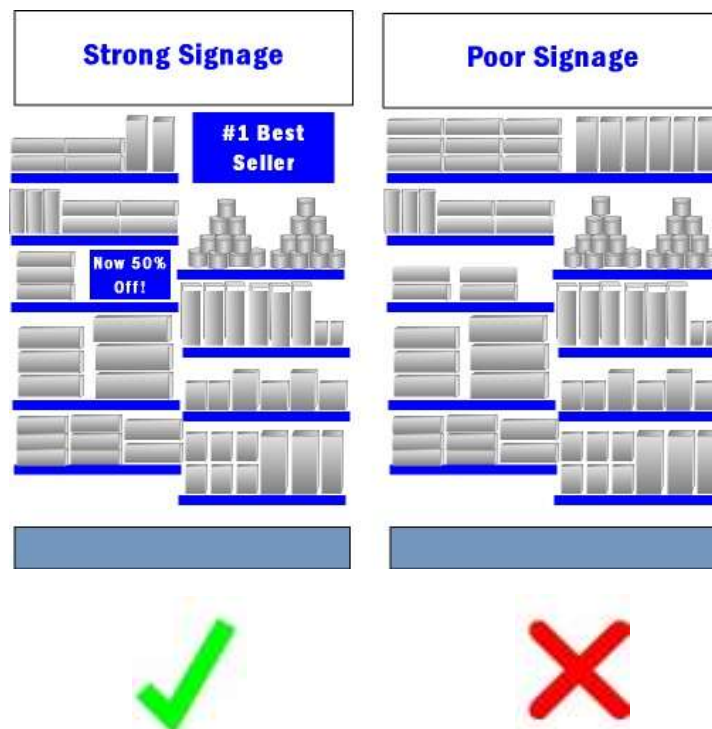
18. Keep displays simple

Promotional displays in your hot-spots are best when they have a single, clear message.

Customers only have a second or two to get the message as they pass by – and a power display featuring a single product and offer is much more likely to make a difference.
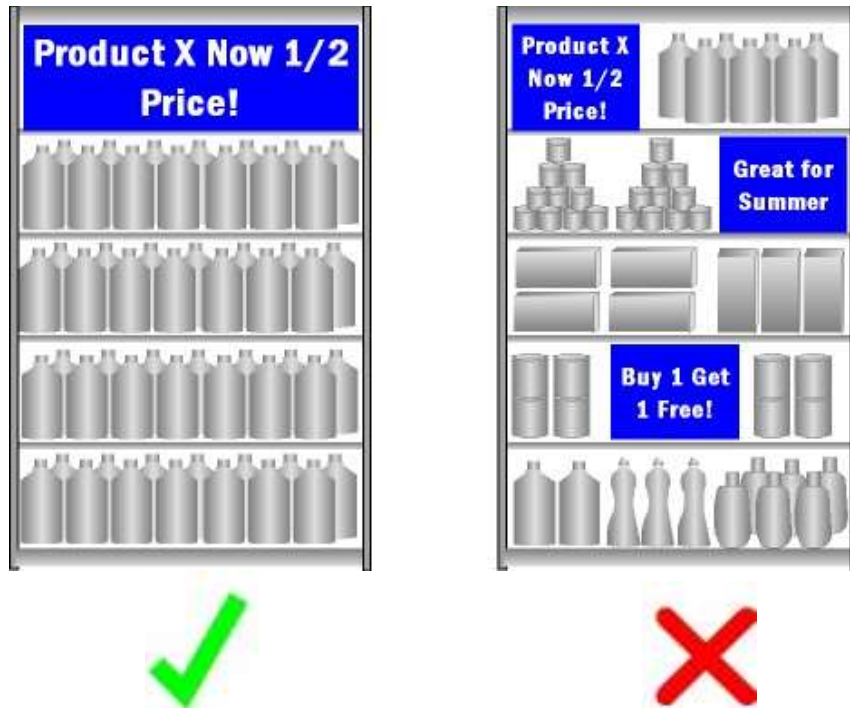
19. Make an offer

Highlight one or two key products within each category with clear, professionally produced promotional tickets.

20.   Keep your counter displays simple

Counters are busy areas – and they need to be as uncluttered as possible.

Restrict promotional posters and product displays to 1 or 2 messages only.