

Top Ten Tips for Merchandising Excellence!

1. **Look Alive and Doing Well!** : People choose stores that look **prosperous and alive!** Keep your doors & windows sparkling clean, clutter free and keep your store well lit and bright!
 2. **No Holes policy:** Insist on maintaining an inventory of **no less than four (4)** each of the top ten (10) selling items in each of the OTC categories.
 3. **Uphold a Positive Pricing Image:** Do not let the price of a tube of toothpaste lead customers to think that your store is expensive to shop! Keep your **personal care** product priced competitively. It may well be a small part of your business but a big player in your pricing image.
 4. **Develop Private Label Loyalty:** Offer one brand of Private Label, make this brand your **“preferred brand”**. Merchandise and stock two facings, six deep of the top 30 PL items. Add sign and watch the sales explode!
 5. **Dazzle Customers with End-Caps:** End-caps are the **2nd most shopped** area in stores. Keep them well-stocked and well signed! Use them to promote, feature and sell. Change them every two weeks. Do not use end-caps for clearance items.
 6. **Cross Merchandising Expert:** Attract **impulse and companion** sales by cross merchandising. For example, place hand sanitizer, Vitamin C, Thermometers, and toothbrushes in your cough and cold section. Make a sign for the toothbrush display. **“Throw Away Those Germs”!**
 7. **Display it where it Belongs:** Place new items and displays where they **belong, not where they fit!** Do not hesitate to move things... many times change portrays keeping new and alive.
 8. **Make Your Checkout Counter a Profit Center:** The **number one** area for impulse sales is your checkout counter! Keep it clutter free and judiciously choose what is displayed on the counter. Rotate new items to the counter every two weeks.
 9. **Give them a sign:** A simple 4 by 2 ½ inch sign that reads **“Our Pharmacist Recommends”** can easily sell four to ten times more product. If you are confident in the items integrity and effectiveness then sign it with your endorsement. (Remember to keep the item (s) well stocked.)
 10. **Have a “Want Book”:** Finding niches and filling your customers’ needs can easily be done by using a customer **“Want Book” or “Request Book”** at every checkout. Asking **“Did you find everything you need?”** should not be something you only hear at the chains.
- 10.B Do all the above and you will need to make sure you have shopping baskets available, customers are going to want them!

Good luck and thank you for being a member of NCPA

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