

New Merchandising Ideas to Boost Sales

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Grow Your Business

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Why Does Merchandising Matter So Much?

- Today's customer has less and less time to shop
- Today's customer views shopping (in a store) as a chore
- Today's customer wants items to be easy to find
- Today's customer wants information
- Today's customer wants less stress
- Today's customer *demands* an easy return policy
- Today's customer will go online in a heartbeat if you don't provide all of this!





Merchandising Begins With Curb Appeal

- Make customers want to come in
- Let customers know what you do and what you are like
- Project an image of “classy” not “sloppy”



“Comfort” is tough to define . . .



The Sum of a Lot of Factors

- Age of consumer
- Use of space
(space = class)
- Use of color
(pink = power,
white = upscale)
- Font, signage



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**Comfort = time spent
= sales \$\$**

Customer can explore,
discover, learn,
take time





- The customer's eye should go first to the back of the store
 - Usually far right-hand corner first
 - Should be uninterrupted line of sight
 - Should be something there to draw customer off the “main path” into different areas
- Each department should have a main focal point
 - Should look planned, not accidental
 - Signage is important
 - Helps customer readily identify departments
 - Color helps!





Make It Easy for Customers to Find Things

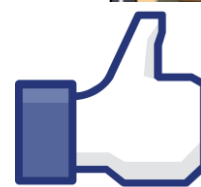
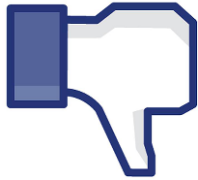
- Create a “Comfort Zone”
- Easy to follow layout, focal points
- Well-merchandised, departmentalized
- Well-stocked, *clean and neat*
- Merchandized for the uninitiated, differentiate to help them
- Appropriate signage that anticipates questions



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Lessons from the grocery store

- Left to right (price points)
- Small to large (top to bottom)
- Placement of store brand (in the middle)



- Vertical, not horizontal
- Width of product displays (2-1/2', width of rounder)



Avoid Customer Confusion





Make It Easy for Customers to Understand

- Accessible information (FAB's)
- Hands-on interactivity, demos
- Comparisons, differentiation

Make It Easy for Customers to Buy

- Pricing (*on back*), discounts
- Access to product
- Access to checkout





Educational Signage

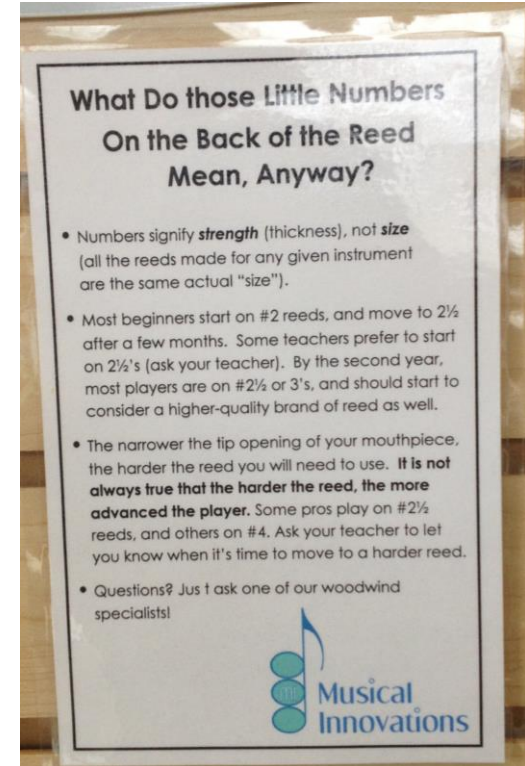
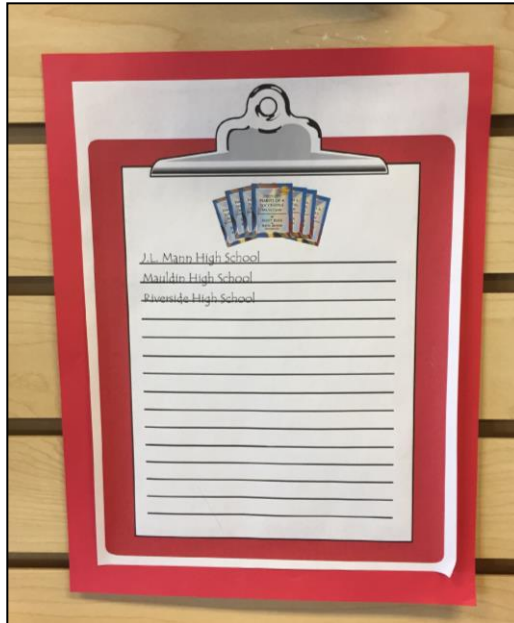
- Makes the customer feel comfortable
- Educates – FAB's
(features without benefits mean nothing)
- Differentiates
- Cross-sells
(optimum time to sell accessories)





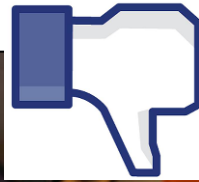
Educational Signage

- Adds credibility to your store
- Makes you a “resource”
- Saves customer time and potential discomfort





Which are more likely to “find a home?”





Every single employee should be involved

- Ukes/guitars/violins tuned
- Re-stocking should be done all day long.
- If you see something amiss, **fix it!**
 - If you see something dirty, **clean it.**
 - If you see an empty hook/space, **fill it!**
 - If you see something crooked, **straighten it!**





Here's my number

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