



Visual Merchandising – Your six point guide!

Ian Herdman, presenter of our CPD day on Visual Merchandising for retailers, has noted below his six point guide to help you make the most of your retail offer:

1. First impressions – it is hard to change this once the visitor has made up their mind, so make sure it is a good one. Smart and professional!

2. Atmosphere and ambience

Make the visitor comfortable and relaxed. Encourage them to enjoy their visit, find it interesting, and consequently be tempted by the whole experience. Then you will begin to see a real difference at the till.

3. Visual Clarity

Keep it super tidy, organised and easy to manoeuvre throughout the shop. Clutter and disarray make customers feel uncomfortable and less inclined to stay for long.

4. Categories and departments

Keep your products in clearly definable 'departments'. Make it easy for the customer to find what they are drawn to, and the bonus of a more interesting journey on their way through your shop.

5. Style and professionalism

Order, order, order! A strong sense of order throughout impresses and raises the professional bar. People buy into this big-time!

6. Making the best of it

There is always room for improvement. This is not about money, or even shop fittings, it is about doing the best you can to appear professional and confident. Confidence is attractive, and it sells!

Good luck!