

Five Quick & easy ways to sell up to 200% more...

It is with years of experience successfully assisting our retailers merchandise and sell our products throughout Australia, NZ and Europe that we put this information together for your use.

In many instances it is by implementing and maintaining a few simple processes that we have been able to increase the sales of our products in a variety of stores by as much as 200%.

The first step is a **good product mix hitting a variety of price points** to suit your customer base.

The second step is **location, obviously the higher the traffic flow the greater the chance of a sale.**

Having said that, correctly displaying our range will draw clients to it due to its uniqueness

We find you are better having one main display of our products rather than having them scattered throughout your retail space.

If your stock quantity allows you may have a few items scattered elsewhere to gain some attention for your main display. For example, a few select items positioned in the centre of a table of bloomers or a striking piece in your front window display.

The third step is to **maximize the use of space and make it easily accessible to your customers.**

We do this by using a tiered layered effect putting the tallest pieces up the back and working your way down to the smaller pieces at the front.

Use your display materials to create different heights while still enabling room for the customers to get close to all of the various items. If they can't look and touch it they generally won't buy it.

Always utilize wall space or the height of the display area to maximize impact. Try and use merchandising materials that will create a contrast to the product. Green life is very effective at doing this, however you can use painted panels modern items or rustic styles. Let your imagination run wild - you will be surprised at the variety of materials that complement our products. The most important thing is you stick to ONE theme for each display.



