



TOP 10 MERCHANDISING TIPS



First Impressions Are The Best Impressions

Impressions happen in the first 3 seconds. Are your shelves both neat & stocked, enticing customers with highlighted promotions & new products, & always offering something new to explore?

Location, Location, Location!

Snag your clients' attention by positioning retail displays to the right (where 90% of them look first!), or entice them with captivating promotions & new products at the reception desk!

Salon Styling Must-Haves

Spruce your sales by featuring new products at the reception, & keep clients engaged with your salon favs!

Sell More Product

Transform your space into a vibrant retail hub, ensuring abundant, well-stocked displays to avoid the "last one" stigma, & load your shelves with three products each for increased sales impact!

Showcase Pricing

Display clear pricing with stickers or visible lists for seamless shopping & easy spotting of great deals, eliminating awkward price inquiries at checkout!

Signage Is Must, Creativity Is A Plus

Brighten up your retail wall with engaging signage, adding creative touches such as small chalkboards & themed items for added charm & information!

Dominate The Prime Retail Position

Maximize display impact at 5' 3", showcasing top sellers at eye level & reserving the bottom shelf for liters, creating a visually appealing setup!

Left To Right

Optimize shelf layout from left to right to accommodate clients' shopping habits, encouraging the complete purchase of product ranges!

Yay! Nesting Tables!

Display promotions on rotating nesting tables or extra displays to create buzz & highlight new items, changing them every 6 weeks to coincide with client visits & upcoming promotions!

Put Yourself In Your Clients' Shoes

Imagine being a client: do your windows show promotions, is your space inviting & easy to navigate, & do your promotions make shopping fun?