



## *How to Get 90%+ of Secondary Display Space...*

Success Story\* #27 Summary:

Aggressive Selling – Tips From One of Our Best Merchandising Reps:

### Results

- ***Aggressive Selling – Tips from Merchandisers That Really Know What They Are Doing!***
- ***Notice That 90% of This 4-Way Christmas Display is Devoted to REPS' Manufacturer - Only 10% to The Next Largest Competitor***







## Tips from One Our Best Merchandisers:

"I like to ask the store manager first, but often it is **better to get forgiveness than permission. Especially in 4<sup>th</sup> quarter.**"

"I'm keeping the pre-Christmas sign on the display, behind the Christmas sign. That way, right after Christmas, I will put the old sign back out immediately. Often, **this will keep the display on the floor and selling for weeks after the Christmas displays would normally be pulled.**"

**Getting sales numbers:** "About once a quarter, I will ask the store to scan our best selling product and our competitor's best selling product and tell me how the sales stack up for the last month. **Usually, our product will outsell our closest competitor by 2 to 1.**"

"I will pull stock off of our main display up front to stock all four of our side kick displays all over the store. **This keeps the store from taking down the side kick displays AND, the store managers will walk by our main display, see it low, and have THEIR PEOPLE stock the main display. Keeps more displays on the floor and more stock**



**in the displays.** The fastest way to lose a display is when it is empty.”

**“New merchandisers often make the mistake of arguing with the store manager** when a display is not out according to planogram. I just ask discreetly, and if the store manager says ‘no’, I just leave it at that and try again next time. The store manager is king. You can’t win by arguing with them.”

**On working with store managers:**

- “If I see them in the store, **I always say hello**, even if I don’t need anything. **I want them to see me stocking their shelves.** When their sales are up, I mention it and encourage them.”
- “Occasionally you will see managers from other stores touring the stores, being friends, etc. I might say to one store manager, **‘Sales of our product are up 7% in your buddy’s store over yours. Can I put up another display?’** Often he will say ‘yes.’
- “As you work with a manager over time, **you start with getting them to place small orders and then work up to bigger orders as more displays come in and get placed.** I fill out a **suggested order sheet and give it to the store manager.** My goal is to **get the product to arrive about 10 days before the display** is to arrive because the display often arrives early.

**\* Please Note:** Percentages and dollars are approximations of estimated benefits for illustration purposes only. Each client situation is unique and this is not intended as a guarantee of a specific outcome. Company names, names of individuals, financial and other details may have been changed in order to protect client confidentiality. Please contact us for details and a client contact for verification prior to making a decision based on success story information. **For more information, contact Tom Ingram at 972-394-5736 or [tom.ingram@handleman.com](mailto:tom.ingram@handleman.com)**