

Checklist for Store Displays

- Know beforehand where you are going to place the display. If you do not have floor space, fill an end-cap with the product and use the header card from the display as signage.
- Build the display, place it, and then fill it. Filled cardboard displays do not sell well.
- Make sure each and every item has a price on the back or bottom of the package. Simply pricing a display is not sufficient enough as not every customer reads the entire display. No obvious price equals no sale.
- Alert:** Retail price tags that come with displays often do not represent your store's zone pricing. Check retails before pricing.
- If you have merchandise on a shelf that is the same as what is in your new display, rotate the older merchandise to the display and replace the shelf merchandise with the newer arrivals. You need to sell the original inventory before selling the new product. This is especially important for products with an expiration date.
- On the back of the display write the date of arrival and the quantity of product that came in the display. It's important to know how successful the display was – you may want to reorder another one or never order it again.
- Put the display on a weekly dusting and straightening schedule.
- Go the extra mile: After two to three weeks, unload the display, relocate it, and refill it. Give it a new home and a fresh look.
- When the inventory is down to six items or fewer, it may be time to reorder the display or tear it down. If it is a cardboard display, do not save it! If it's a wood or metal display, think hard before you save it. Backrooms are where empty displays go to die. If the display is clearly marked for specific product and/or brands, do not try to repurpose it; just recycle it.
- Most important:** If the display was used to introduce a new item to your store and it sold successfully, add the item to your inventory by placing the product and a reorder tag in the appropriate OTC category.