



Christmas Merchandising Tips

Season One

There are two seasons to Christmas. (Note: Big box stores now consider 100 days before Christmas as the selling season for the holiday.)

Season One: November 23 to around December 13

Sell trim-a-tree, boxed cards, home decorations, gifts and stocking stuffers.

Trim-a-tree should be merchandised the way you decorate your tree. Outdoor lights, outdoor-indoor lights, indoor lights, **extension cords**, replacement bulbs, traditional garland, premium garland, beaded garland, ornaments, ornament hooks, tinsel, tree toppers, while placing tree skirts and tree stands on the bottom shelf. Spray snow and tree preserver should be side-by-side.

Discount the non-LED lights today!

Tips to sell more gifts and accessories:

- ❖ Candles are expected to once again do well for Christmas. **Do not spread** your candle collection throughout the store! Merchandise your candles so a customer can see your complete collection and varieties. Offer 10% on a purchase of two or more candles (votives not included).
- ❖ Price heavy or delicate gifts with string tag.
- ❖ Make signs to promote gift boxes, bags and wrap.
- ❖ Cross merchandise tissue paper, wrap and bows nearby.
- ❖ Offer a free or discounted greeting card with a medium or large gift purchase.
- ❖ Offer free gift wrapping for items valued at \$20.00 or more. **Invite the school to send over a few students to do gift wrapping - they can work for donations.**
- ❖ Appoint one person to check your gift department for proper pricing, cleanliness, merchandising and **good signage**. Stores with the most compelling signs generate the most sales.
- ❖ If you offer gift boxes, make sure they are easy to locate and not hiding in the backroom.
- ❖ Check your cosmetic and fragrance departments. Discard old testers and samples. Add color to your display with ribbon and light sets.
- ❖ **Premium skin care can easily be promoted as a gift item!**
- ❖ If you have an empty end-cap fill it full with **body washes**.
- ❖ Keep your watch display full. Merchandise watches in categories: Women, Men, Children, Sport Watches, Easy-to-Read Watches

- ❖ Tie a holiday ribbon onto plush toys that have been hanging around too long and watch them sell. (If you had plush toys this summer, then you have some hanging around.)
- ❖ Emphasize your picture frame selections.
- ❖ There will be a large number of people looking to develop their digital photos. Don't miss a sale! **Sign your photo developing kiosk well.** Keep it clear of clutter.
- ❖ **Use bag stuffers to remind customers of your digital photo developing services!!!**
- ❖ **Home Health:** (Yes, for Christmas.) Every lift chair should have a bow on it! Remember that many lift chairs are not purchased by the end-user, but by family members. Lift chairs and like items do become a gift item during the holiday season. Also, make sure to feature your line of fashion canes. Grandma is always looking to pimp her ride.
- ❖ **Diabetic slippers (cash) and socks are expected to do well! Get them now!**

Christmas Merchandising Tips – Season Two – Coming Soon