



Christmas Merchandising Tips Season Two

There are two seasons to Christmas. Big box stores now consider 100 days before Christmas as the selling season for the holiday. See [Christmas Merchandising Tips – Season One](#) - for tips to use between November 23 and December 13.

Season Two: December 13 to December 25 (12 days prior to Christmas)

Sell stocking stuffers, gift wrap, bags and boxes, ribbons, bows, to and from tags, boxed and bagged candy, single greeting cards, money cards, tape, film, batteries and gift certificates.

- ❖ Gift wrap should be: roll wrap, flat wrap, to and from tags, tissue paper, tape, ribbon, bows, premium bows, gift bags and gift boxes.
- ❖ Encourage multiple sales: keep gift bags, gift boxes, tissue, tape, bows, ribbon and to and from tags in the same area.
- ❖ Use 3” pegboard hooks punched into your Christmas wrap cardboard boxes to display bows, to and from tags, and tape.
- ❖ Have plenty of tape on hand. Tip: Clip strip near greeting cards, near and on wrap displays, next to single bows, in the wrap section of the greeting card department, near all registers, and on end-caps. Fill at least one power wing with tape.
- ❖ Feature your everyday bows and ribbons. Tip: Take half of your everyday red, green and silver bows and ribbon inventory from the card department and relocate to the front. (Do not discount after the holiday.)
- ❖ Keep your card department well organized! Make sure there is an envelope for every card. (Do this and you will own the lion’s share of the greeting card business.)
- ❖ Keep red envelopes behind the register to quickly accommodate customers who cannot find an envelope.
- ❖ Cross merchandise your single-serve holiday candy at the checkout in line with your everyday candy. Remember, everyday candy doesn’t have to be discounted on 12/26, but Christmas candy does.

- ❖ Take notes on your Russell Stover sales to prepare your order for next year! For faster sales, gift wrap short dated Russell Stover candy. Increase the price of single serve Russell Stover candies and you can make a little more profit and promote multiple sales. Example: 59 cents each or 2 for \$1.00.
- ❖ Stand one-pound Russell Stover candy boxes on end in a card pocket next to your holiday cards. As your cards start to sell down, resist the urge to condense the cards together and instead mix in boxed candy. Also, consider filling empty card spaces with picture frames, framed art, coloring books, inspirational books, gift books and 2013 calendars (calendars look and sell great on card fixtures).

Re-merchandise your seasonal area at least twice to reflect these two seasons. Keep the seasonal areas looking fresh - no one likes to buy leftovers.

Stocking Stuffers

You have **hundreds** of stocking stuffers in your store. Start by making 50 signs that read “Stocking Stuffer Idea” and spread them throughout the store. Post them near everyday-size chocolate bars, vitamins, skincare, and even toothbrushes – all make great stocking stuffers!

- ❖ NUMBER ONE stocking stuffer..... lip balm
- ❖ Put a big “Stocking Stuffer” sign on your sunglass and reading glass racks
- ❖ Check your inventory of **money gift cards** and thank you gift cards
- ❖ Make new signs to promote gift certificates to your store
- ❖ Stock up on AA and various-size batteries. **Tip:** Clip strip near toys, film, wrap and one strip near every register, even the pharmacy register.
- ❖ **Remember to pre-wrap gifts. They will fly out of your store closer to Christmas.**