



Tell me, how would you fix this?

For lack of a better description, deodorant sales for an independent pharmacy pretty much stink. There are a number of reasons for this. One most obvious is that deodorant, like all other personal care products, is very price sensitive. A price just twenty cents higher than the competition can cost you a sale. In many stores the deodorant category will rank in the bottom five revenue creating departments.

Here are my suggestions how to *overhaul* the deodorant department above:

1. Put something on the **top shelf!!!!** Remember, **eye level** is the best selling shelf position.
2. Remove the **price tags from the front** of the product. Customers should be invited to examine the product features and benefits before being distracted by the retail price.
3. This is a four foot set. You have to ask, is this a four foot set because the shelves are four feet wide or does customer demand call for a section of this size? Many stores need to **consider a three foot set** placed in a four foot section which allows room to cross merchandise and double face better sellers. It also provides room for specialty or natural products and highlights private label.
4. Cut in a small section of **natural line** deodorants. Consider Tom's, Miessence, or Burt's Bees.
5. **Slash the aerosol** selection! The few sprays that can celebrate a somewhat robust history in sales are Axe and Right Guard.
6. Merchandise for the **impulse and companion** sales! Display body washes either on the top or bottom shelves. (I suggest the top shelf.) Identify your bestselling deodorants and offer companion body washes and bar soaps. Old Spice and Dove body washes would be a great start. Today there are many major brands of body washes available and more being introduced each week.
7. Stop the shaving cream from **sneaking** onto the bottom shelf space.

Overhaul your store's deodorant section and send your photos to me. I would love to enter your photos into the Overhaul of Fame. Gabe.Trahan@ncpanet.org

Thank you for being a member of NCPA! Gabe