

7 Things you can be doing right now to get your displays ready for this upcoming *Holiday* selling season!



IJO Nashville 2011



PACIFIC NORTHERN, INC.



UNDERSTANDING THE POWER OF PRESENTATION®



I'm Larry Johnson

- Pacific Northern- (Proud IJO Vendor)
- Author of “The complete guide to effective jewelry display”
- “Instore” columnist



PROP TALK WITH LARRY B. JOHNSON

FOR A BRIDAL-JEWELRY RELATED THEME, keep your props romantic, feminine and bright. Traditional wedding items are the best choice to create the feeling.

Larry B. Johnson is the author of *The Complete Guide To Effective Jewelry Display*. Contact him through www.effectivejewelrydisplay.com



INVITING SALES: Arranging a wedding invitation inside the case will give you a bridal theme without taking up valuable space. Place merchandise directly on the cards.



BUBBLING OVER: Using champagne flutes as decor inside the case is a traditional favorite. Add some flowers or ribbon to soften the crystal and create a festive air.



FLORAL ARRANGEMENTS: Props don't always have to be inside the case. Don't be afraid to use real cut flowers in a beautiful vase on top of the case. They will give the entire store a happy, joyous look.



Do you have a handout?



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Nashville 2011
IJO

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Success in displaying jewelry results from planning and implementation

- “Think about what you want to accomplish and then make conditions right for that outcome to occur”

- Maybe, you should think a bit outside the box!



What are displays for?

- The goal of a good display is to attract attention to the showcase from 10' away and to present the merchandise in an attractive manner from 3' away resulting in a sale.
- A beautiful display is one that sells the merchandise...period!
- Good displays reinforce and amplify the sales presentation
- Good displays enhance the perceived value of the jewelry

#1 Organize your showcases to better “present” your merchandise

- Get out from behind the showcase and look!
- Listen to your customers questions and comments and display your goods accordingly.
- Remove clutter and other distractions
- Ask “Why is that in the case?” and if you do not get a real good answer, take it out

Things that belong in your case

- A reasonable selection of merchandise, organized and ready
- Groupings of similar goods
- Clean floorboards, platform risers, trays and elements
- Your store's name and logo
- Simple signage to identify the merchandise in that case
- Simple signage showing some attractive pricepoints
- Small, discrete props to enhance the perceived value
- Some empty spaces to avoid an overcrowded look
- Nearby - Polishing cloth, counterpad and any sales aids

Things that do not belong there

- More than 3 colors of anything
- Straight lines of merchandise
- A bunch of jewelry in boxes (unless it is a closeout case)
- Understock trays (again unless it is a closeout case)
- Anything shiny other than your merchandise
- Oversized vendor displays that don't sell enough to warrant the space they occupy
- Prop items that people want to buy instead of the jewelry
- Seashells (Pearl case), pile of CZ's (Diamond case)
- 26 pieces of the exact same item
- Dust, dirt, cobwebs, stains, wires, screws

Straighten this case up!



Don't just “line things up”

- “What do you want to sell?”



#2 Create high emphasis areas in each showcase to increase sales of better pieces.

- Decide which pieces you want most to sell
- Implement the 20-40-40 rule



Display in a way that makes your jewelry special!



- See nothing special



- See beautiful rings

The top 20% of your merchandise

- Use individual elements because these pieces deserve to be shown that way.
- You are reinforcing the idea that these are special



The middle 40% of your goods

- Use low density trays holding 3 or 5 pieces



The bottom 40% of the pieces

- Higher density trays to show selection at lower price points
- Makes the better items look more special



Note the use of 1's, 3's and 5's



#3 Use proven visual merchandising techniques to increase overall sales and multiple sales

Prime space is”Front and center”

Use a few different elevations for interest

Always....Taller items draw more attention

Group items in a logical manner

Merchandise ensembles because you can double up your sales!

Front, center..3 levels and Tall!



Group items together for multiple sales



Andrew Z- Arizona

#4 Use color, signage and props to increase sales by increasing perceived value

- Use color to direct your customer's eye where you want them to look
- Monochromatic (1 color) draws attention to the jewelry
- Tone-on-tone displays communicate quality, elegance
- Contrasting two-tone displays can be used to create highlights
- Use signs to communicate info and increase perceived value
- Use superior quality props, and very sparingly
- Decorate store interior more than showcase interiors

Monochromatic emphasizes the merchandise



Tone-on-tone..Quality, elegance



Two-tone creates highlights



Signage communicates info and value



Use signs to communicate your selling points...price, size, stone type, metal...whatever!



Use superior quality propsbut very sparingly

- Props should always be of equal or superior quality to the ones found in your customers own homes
- Decorate the store more than the showcases.
- Change props out at least every 60 days
- Use props that promote where to wear the jewelry more than its origins

Don't allow props to distract from the merchandise!



Never use shiny props...

- It shines brighter than the stuff you are trying to sell



#5 Make BIG changes on a limited budget

- FREE- Start with a good cleaning
- FREE- Consider removing some merchandise to de-clutter cases
- CHEAP- Consider changing the floorboard covering
- CHEAP- Shop Closeouts and Surplus
- ALMOST FREE- No budget at all? Zero? (Come see us)



Start with clean, vacuum, wipe



Try to de-clutter your cases



Change out your floorboards

- Fabric cost to rewrap 6' floorboards is about \$25- \$35
- Be careful with non-display grade fabrics.
- Tarnish test with silver piece first



Shop closeouts and surplus

\$1.00



\$1.30



\$2.75



\$4.40



#6 Effectively position your store brand goods with those on displays given to you by vendors

- How does your brand look next to those new vendor-provided displays?
- Emphasize what you would rather sell
- Make your goods a suitable alternative



Compare

- How does your store brand goods compare to those new displays you got?



#7 Set up a “Merchandising Planning calendar” and a “Store display checklist” to keep everything looking good.. all season long

- Develop a plan and stick to it
- Set up a display calendar
- Setup a display checklist
- Track your sales results for 2012..otherwise how do you know if it worked?

Display Planning Calendar

- August
- September
- October
- November
- December
- January



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MONTHLY DISPLAY PLANNING CHECKLIST

2011 August

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- 1.) Conduct a planning meeting to review merchandise coming in for the Holiday.
- 2.) Order any new displays you'll need to accommodate Holiday merchandise mix.
- 3.) Examine lighting inside showcase and overhead and implement improvements as needed.
- 4.) Order Autumn floral and props as needed.

2011 September

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

- 1.) Check packaging and bag inventory and reorder for anticipated needs through Valentine's Day.
- 2.) Decide on Holiday trim to be used in-store and order/purchase as needed. Avoid shiny trim. Google "Holiday store decorations" for suppliers.
- 3.) Change out "Summer" theme display items. Replace with Autumn theme.
- 4.) Plan Halloween theme props for store.

2011 October

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- 1.) Conduct major housecleaning of cases, wall units etc. in advance of Holiday season.
- 2.) Conduct a planning meeting to review merchandise coming in for Valentine's Day.
- 3.) Identify displays needed for Valentine's Day, confirm availability and suitability.
- 4.) Confirm receipt of all Holiday trim and signage.
- 5.) Clean all displays as needed.
- 6.) Implement Halloween decor.

2011 November

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

- 1.) Promptly remove all Halloween decor. Identify items in need of replacement.
- 2.) Put out all Holiday props and trim and signage. Decorate store more than inside cases.
- 3.) Order Valentine props and trim as needed. Google "Valentine store decorations" for suppliers.
- 4.) Monitor comments from customers on decor. Adapt as appropriate.

2011 December

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- 1.) Refresh Holiday props trim on 12/10 as needed.
- 2.) Confirm receipt of Valentine props and trim.
- 3.) Monitor packaging inventory, reorder as needed for Valentine's Day.
- 4.) Get "Gift-card related signage" ready for 12/26 implementation.

2012 January

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- 1.) Remove Holiday trim promptly. Identify items in need of replacement.
- 2.) Put out Valentine Props and trim.
- 3.) Reorder packaging, bags as needed.
- 4.) Identify displays in need of replacement.

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- A draft copy is in your handout

Pre-Opening Display checklist

A draft copy is in your handout.

- Use it as a start to creating your own



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www.perfstore.com		www.perfstore.com	
STORE DISPLAY CHECKLIST			
Prior to the installation of the jewelry merchandise:			
<input type="checkbox"/>	1.	Check to be certain the floorboard and risers are clean, free of marks.	
<input type="checkbox"/>	2.	Wipe the inside of the glass, front, both sides and underneath side of the top.	
<input type="checkbox"/>	3.	Straighten the risers, signage and trim pieces in the case.	
<input type="checkbox"/>	4.	Confirm the merchandise is clean and presentable. Polish any substandard pieces.	
<input type="checkbox"/>	5.	Locate the showcase map for layout photos identifying the location of all displays and merchandise.	
After installation of the jewelry:			
<input type="checkbox"/>	1.	Confirm that all jewelry is properly affixed to the display elements.	
<input type="checkbox"/>	2.	Group items in best manner to increase chance of multiple sale.	
<input type="checkbox"/>	3.	Confirm displays do not block line of sight of adjacent pieces.	
<input type="checkbox"/>	4.	Confirm that all goods are capable of being accessed by store associates with reasonable effort.	
<input type="checkbox"/>	5.	Confirm the layout of merchandise conforms to the approved showcase plan.	
<input type="checkbox"/>	6.	Replace sold merchandise or empty slots, pads.	
<input type="checkbox"/>	7.	Check tags for position, hiding prices as desired.	
<input type="checkbox"/>	8.	Confirm position and selection of all "key items" merchandise.	
Prior to Opening:			
<input type="checkbox"/>	1.	Locate a counter pad and polishing cloth for each showcase or category.	
<input type="checkbox"/>	2.	Locate and position a ring sizer, loupe or gem scope as needed. Put Final Diamond sales aids within close reach.	
<input type="checkbox"/>	3.	Position pen, business cards, copies of any current promotional materials and a pocket calculator nearby.	
<input type="checkbox"/>	4.	Clean top of showcase glass and slew cleaner out of sight but nearby for periodic touch ups.	
<input type="checkbox"/>	5.	View the final visual presentation from the customer's side of the showcase for any final adjustments.	
<input type="checkbox"/>	6.	Confirm any displays, mirrors or counter pads are positioned not to block the view of merchandise underneath.	

Good luck this Holiday season
and let us know if we can help

We are exhibiting in Section “H”



Now... your questions

Who?

What?

Where? When?

Why?

How?

Where were you when...



Thanks for attending!

- Thanks for attending