

Your Ongoing Success

For those who have taken the initiative, raised your offer, have upgraded your store externally and internally, have the optimum stock mix that suits both current and potential client base, resulting in good sales and profit increases... "What you do, to not only maintain your sales, but to continue to expand them in the future"?

The answer:

You must really look after your customers. For every percentage point of customer loyalty that is built, your future is being protected.

How do we do this?

Given that the store appearance now has the customer "wow" factor, and that the lighting has been upgraded from the conventional fluoro tubes to specific lighting that highlights the well displayed products, let's commence with product signage.

Having your wines grouped by varieties and in line of order, i.e. varietal reds, from the heaviest to the lightest and then blends, and similarly varietal whites, from the driest to the sweetest and then blends, allows us to now clearly identify your wine product mix with specific signage, e.g. shiraz, cab sauv, merlot, red varietals, red blends, etc.

Customers love simple, clear product layout and identification so the complete signage package continues throughout the store, from coolroom door identification, spirits, liqueurs to casks, special promotions, best buys, wine tasting information boards, regional wine identification and locality maps and so on.

Pricing

Whether a product is worth \$5 or \$250, customers need to know the price and it must be readily identified with clear, professional presentation, and angled so that even the tallest customer can readily identify the price on the lowest shelf.

Highlighting specials with different tags is very successful as customers love to purchase a good buy.



Creating the personal touch by introducing staff members names and even photos at the pricing points, with a support message like: "Rockets - (real name Rod) Wine of the month" which you see clearly promoted when you enter Mt Martha FoodWorks liquor department.

The association and loyalty really works for this team and the loyalty percentage points continue to grow.

In the next issues we will look at further ways of bringing staff and customers closer together, the importance of staff product knowledge and ability to communicate, and have a look at producing the clever coolroom, so often the forgotten sales area in the store.

Frank Forrest

IDM Intec Design and Manufacturing Pty Ltd

Pictured the award winning team at Fishers Red Cliffs Supa IGA + Liquor



Retail Business Planners

Retail Business Planners
Store Layout Designers
Shop Fitting Manufacturers



IDM Intec Design & Manufacturing Pty Ltd
4 Jarrah Drive, Braeside, VIC. 3195
Ph: 03 9588 1396 Fax: 039588 1398
Email: idm-intecdesandmnf@bigpond.com
www.idm-intecdesandmnf.com.au