

Three reasons product placement and cross-merchandising are important

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Cross-merchandising will help you get the most out of customer traffic in your store. Consumers also benefit from the suggestion of additional, complementary items. Positive shopping experiences are sure to help you attract customers, create customer loyalty, and increase sales.

Draw in customers and increase customer loyalty

Most people are busy and will appreciate any effort to help cut down on their shopping time. If a customer is planning on picking up a bottle of wine and a bottle opener - which is typically on opposite sides of a store - and they see a display strip of bottle openers right in the wine aisle, they're going to be happy. They will feel that you are going the extra mile to add convenience to their shopping experience.

Increase impulse purchases

Using the example of the wine and opener, we can see how cross-merchandising can increase sales - if a customer is just going to the store to buy wine and see the openers on a display strip, they might realise that their opener is quite old and not have a dual purpose for opening the wine as well as a non-turn off bottle cap. This customer may not have purchased the opener had they not seen it hanging there.

You are providing a solution to a problem the customer may not have even realised they had.

Improve your marketing strategy

Branding and marketing are extremely important for any business and of course the goals of these programs are to increase sales and customer satisfaction.

Simply taking a little bit of time to figure out what items in your store are purchased together and creating a display will help you in reaching both of those goals with minimal investment.

For solutions on cross-merchandising, call us on 021 787 9600 or email on do-it@pyrotec.co.za. Our consultants are ready to find the perfect solution for you.



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