

# A dozen ideas for keeping pro shop displays at peak efficiency

## 1

Make display maintenance a constant practice. It should be the job of everyone working in the shop. The moment something amiss is noted in even the smallest display is the time for the person noticing this to set things right again or see that it is done.

## 2

Watch customer reaction and response to a new display as soon as it has been completed. Change things to conform to what is being observed by your customers. Not all ideas will be good ones, but a few can do a great deal toward assuring the peak efficiency of each of your displays.

## 3

Look on the slightest evidence of disarrangement in even the smallest display as a cardinal sin. Nothing of that nature is unimportant if maximum sales returns are to be realized from the effort put into the display and the space given it in the shop.

## 4

Cleanliness has top importance with respect to all merchandise displays. Peak return from any display can only be assured when everyone in the shop, hour by hour, gives personal attention to maintenance of cleanliness in every element of that display setup.



*Lighted display cabinets aren't cheap, but keep merchandise neat, clean, well-lit, and prominent.*

## 5

Call customer attention to the display when it is first being presented. Many customers are so mentally preoccupied that they could be overlooking the display completely. It even pays to continue this referral from time to time afterward — particularly so with those customers who are in a big hurry.





*Effective displays tie in related merchandise, tie in seasonal promotions.*

## 9

Construct each display so that it can be changed without total reconstruction. That keeps efficiency high through upgrading without difficulty as new ideas surface or are suggested by customers. Just one such idea may have greater sales value than the original one itself.

## 10

Arrange items of a tie-in nature close to the major display (such as shirts near slacks) where they can be easily seen by customers. It's a good way to make certain that special delivery has its peak efficiency insofar as developing sales is concerned.

## 11

Restock merchandise regularly as customers pick up items from the display. Any half-filled presentation can be only half as effective as a full or near-full one. By all means avoid blank or open spaces in displays (brought about through sale of items) for this presents a ragged and uninviting offering.

## 12

Back up major displayed items with advertising in the newsletter or local publications. Clip the ad (or portion of it) to the display so that customers can be reminded they are looking at the items they saw featured in the advertisement. They are unlikely to go around the shop looking for it or may have even forgotten the advertising message itself.

## 6

Efficiency declines with time on even the best display. Note when sales are dropping off and give something else a chance at that good spot. Peak efficiency cannot be maintained indefinitely, even with the most desirable merchandise.

## 7

Get maximum variety into display patterns, styles, formations, etc., used in the pro shop. Following a set pattern for all of them soon reduces the attention-getting capability of each one. It's a sure way to be certain peak efficiency is never secured by any display.

## 8

Check the lighting on each display (and in the area immediately around it) from time to time during the day. Any change therein will reduce attractiveness of even the best-constructed display. Lighting is just as important around a display as upon it.