



FTD Makeover Magic Contest!

To be entered into the contest:

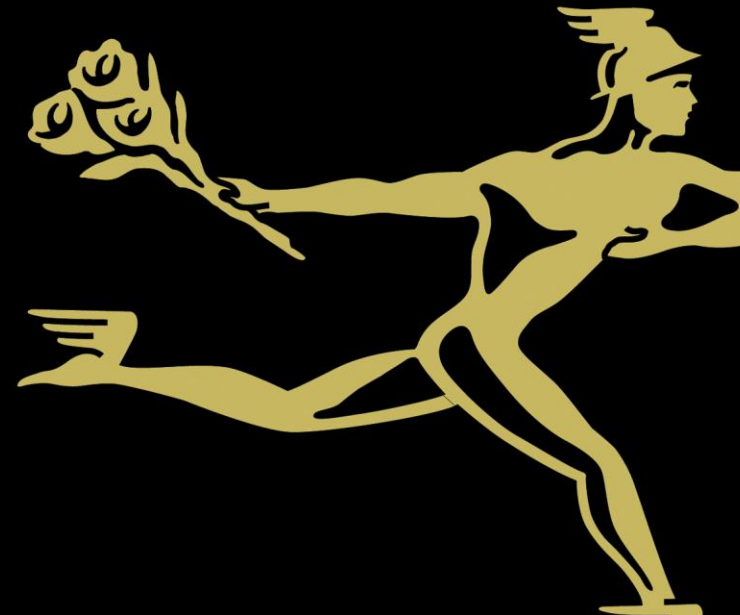
- Participate in today's webinar -
Visual Impact Merchandising to Drive Sales
- Submit a 75 word essay explaining why your shop interior deserves a makeover
- Submit 1 or 2 photos of your shop's current interior space and storefront window display
- All submissions must be sent to prdept@ftdi.com by midnight Pacific time, tonight, July 24, 2012
- Contest winner receives a store makeover valued at \$5,000
- View the Official Contest Rules: www.ftdi.com/makeover



Visual Impact Merchandising to Drive Sales

J. Keith White AIFD CFD

July 24, 2012





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Flowers say it better. FTD says it best.™

***Do shoppers walk right past your store
without coming in?***





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- Do you know what attracts customers into your store?
- Do you know how to keep your shoppers' interest and get them to explore your merchandise?
- Are you using merchandising techniques to guide shoppers through your store and get them to buy?

What is merchandising anyway?

- Merchandising really just means selling.
- It's everything you do to sell your product to the consumer.



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Effective merchandising techniques prevent a haphazard arrangement of goods that can hinder sales.

Efficient stocking procedures ensure the merchandise is always available for customer purchase.



Enhancing the Appeal

- The first impression is the most important one.
- Window displays in brick-and-mortar stores and landing-page layouts in e-commerce stores are equally important.



EXTERIOR EXAMPLES

- PROS & CONS



The purpose of visual merchandising:

- Make it easier for the customer to locate the desired category and merchandise.
- Make it easier for the customer to self-select.
- Make it possible for the shopper to co-ordinate and accessorize.
- Recommend, highlight and demonstrate particular products at strategic locations.





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PRO:

- Color Blocking creates an impact
- Product Assortments creates Interest

CON:

- Creates a pretty island, but says “DO NOT TOUCH”

Merchandising Identification

- Merchandising is a retail marketing process entailing the visual displaying of goods as well as product selection.
- The proper product mix for the store, the shelf position of each item and creating and building attractive displays and signage.
- The "silent salesperson," as it draws customers to merchandise and displays, often leading to purchases.





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Stay Relevant

- Change your merchandising concepts every four to six weeks.
- Staying calendar relevant and adopting fresh strategies and displays.
- Cross merchandise key items.
- “Eye candy” placement.



Feature Products Creatively

- Build product displays that showcase products with accents.
- Use accent lights for featured products, since light attracts attention.
- Study and examine other retail stores.



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VISUAL IMPACT



Store Layout

The type of store usually dictates the floor and shelf layout.

Strategies:

- Sales / Display Area VS Design Area
- Sales-per-square-foot ratio -sales to total shelf and floor display space
- Stock Room or Sales Space



Evaluate Overall Color Schemes

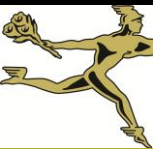
- Create a color plan that visually paints the retail space by accenting focal points that draw customers to specific areas.
- Coordinate featured items to provide a core structure for a visual merchandising plan.
- Match store color schemes to products. Use dominant store product colors in strategic areas.
- Find and use flattering colors that could evoke emotion.



Basic Techniques

Basic merchandising techniques include:

- Displaying related merchandise together
- Simple and clean displays
- Ample aisle space
- Well-stocked shelves
- Featuring of promotional items.
- Visual appeal



Color Theme Selections



Contemporary Edge



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Rustic Garden



Hampton Home





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Theme + Color Block + Coordinate Paint
Like Product Assortments + Groupings
Levels of Product + Proper Lighting



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**Handout materials can be found at:
www.FTDi.com/FTDUniversity/webinarmaterials.htm**

**Webinar will be available to view at:
www.FTDUniversity.com**

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