

# Visual Impact Merchandising to Drive Sales

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## Key Points to Merchandising:

- Market Share or Target Customer
- Store Front + Outside Details
- Interior Design & Layout
- Furnishings + Fixtures + Lighting
- Choose Overall Color Scheme
- Choose Theme(s) and Color Highlight(s)
- Color Block Product Placements
- Additional Related Item(s)
- Window Showcase Item(s) & Theme
- Fresh Flower Display
- Plant Display

## Merchandising Achievement Goals:

Cohesive Portrait / Visual Impact / Ease of Shopping / Theme(s) & Color(s) / Drive Sales

## Additional Resource Guide

### FTD Marketplace

[www.ftdi.com](http://www.ftdi.com)

### Florists' Review: American Floral Trends Forecast 2012-2013

[www.floristsreview.com](http://www.floristsreview.com)

### Smithers-Oasis: 2012 Wedding Trend Colors

[www.smithersoasis.com](http://www.smithersoasis.com)

### Olympic Paint: Color Collections:

[www.olympic.com/color/collections](http://www.olympic.com/color/collections)

### Pratt & Lambert Paint: Color Visualizer

[www.prattandlambert.com/color-and-inspiration/](http://www.prattandlambert.com/color-and-inspiration/)

### Color-Swatches.Com- Color Schemes

[www.color-swatches.com/colourschemes.html](http://www.color-swatches.com/colourschemes.html)