

Kyndall Reinson  
Retailing Business Study  
H19\_ 94122\_ \_CD2

## RETAILING TATICS

Presented to Liza Koftikian

LaSalle College  
February 25, 2019

## Table of Contents

Introduction.....	1
5 Sensory Marketing.....	1.2
Merchandising.....	1.3
.....	2
Motivating Team and Conflict Resolution.....	2.2
Conclusion.....	3

Retail is all about customer experience while also gaining profit. To ensure the customer is happy and spends time in your store retailers take a few different approaches. They use marketing techniques such as sensory marketing to adhere to their senses. Merchandising is used to display the product in an attractive way to grab the consumers attention. Then there is the sales team who aid the customer and wrap up the purchases.

There are 5 sensory marketing techniques used to encourage customers to purchase products in their store. The first is their sight, being able to see the product gives the opportunity to show the customer a product they didn't know they needed or wanted. When product is on the mannequins and models it allows the consumer to envision the outfit on themselves, which encourages their wants. The second sensory is the touch which allows customers to feel the products and fall in love with the material. It further encourages them why they need this product. Hearing is the next sense and with this the customers can enjoy their shopping experience with some music. Listening to a fast beat helps the consumer to shop at a faster pace, and the slower tempo gives them a leisurely shopping experience. Then there is smell, having the aroma scents such as lavender gives them a calming experience and any scent received positively can increase the amount of the time they spend in the store. People link memories with scents, and it gives them comfort and a positive experience. The last sense is taste, with that retailers can offer candies to their customers and high-end stores offer champagne such as a company that sells designer wedding gowns.

The way to boost sales is to gain the attention of the consumer with eye catching displays and offering them the best price. Providing deals such as 40% off would give customers the incentive to shop considering the savings they would receive. Buy 1 get 1 free is always a crowd pleaser as everyone loves free items. 50% off accessories allow customers to justify adding that impulse purchase as the accessories completes the look. Annual clearance sales up to 60% off will attract the customers attention and lead them to stocking up on product as the clearance sale only comes around once a year. The higher the discount the more they will want to shop and the more they will purchase. To attract the customers attention window displays are needed to showcase the products offered. Present the newest product in display following a colour scheme ensuring the colours compliment each other, then use

lighting fixtures in the window which will draw more attention to the products and using props such as stuffed animals or chairs gives the display a story that will make consumers take a second look. Once you grab their attention they are more likely to enter the store.

For the best presentation in the store you need to organize product in an easy manner for customers to select from. You need to avoid overstocking and cluttering the space that makes it difficult for the customer to find what they're looking for and lead to them leaving. The store needs to be tidy and the product needs to be arranged by sizes and styles such as grouping leggings together and putting dresses in the same section and gloves and scarves with winter jackets. By grouping the products together, it creates an easy shopping environment and overall produces better results. All new arrivals and higher profit items need to be placed in the "hot zones" which will be at the front of the store and near checkout. The essentials and lower profit products go towards the back in the "cold zone", that way customers have to walk through the hot zone encouraging them to purchase more as they get to the cold zone. You need to ensure the signage is placed in a space the customer will see it and it needs an attractive font that is easy to read. That way the deals will entice them and provide impulse purchases.

Motivating your staff is an important tool to increase the profits. You can have competitions between the team to encourage them to sell more the winner could receive gift cards for coffee or movie tickets. Employee recognition goes a long way as it builds their confidence in their work and gives them determination to keep improving. Leading by example by showing your excitement in the company goals leaves an impact on them to get excited too. Trusting them with more authority to make decisions shows them they are valued which in turn gives them appreciation for their work. Offering job opportunities for advancement gives them motivation to rise the ladder and gain positive results for the company. When conflicts arise among the team, sitting down with both members gives them a chance to tell their story to get to the root of the problem. Developing a win-win situation can come from both sides of the parties by making compromises. Teaching each member to appreciate their differences can help them working on tasks using their strengths where the other one may be lacking and supporting each other that way. Finding common ground can help them to agree and approach things differently. Another solution can be as simple as separating them and putting them to different tasks.

The sensory marketing and merchandising approaches aim to provide a positive shopping experience while also encouraging them to buy more. They entice the customers with deals and products they didn't know they wanted. Adhering to their senses magnifies their experience and their impulse to shop. The sales team is just as important in the customer experience as they guide the customers and help them with their needs. Keeping your team happy will only improve company results and keep the customers loyal to your brand.

## References

LaSalle College. Model 3 Unit 1: Displaying products to attract customers. 2019.

[https://my.ilasallecampus.com/mod/scorm/player.php?a=10526&currentorg=articulate\\_rise&scoid=77556&sesskey=2PngErZbcM&display=popup&mode=normal](https://my.ilasallecampus.com/mod/scorm/player.php?a=10526&currentorg=articulate_rise&scoid=77556&sesskey=2PngErZbcM&display=popup&mode=normal)

Phibbs, Bob. Visual Merchandising: 10 Insights How To Merchandise Your Store. 2010.

<https://retaildoc.com/blog/10-insights-merchandising>

Van Kempen, Virginia. Sensory Marketing. 2019.

<https://thriveagency.com/news/sensory-marketing/>

Adler, Amit. 10 Merchandising Mistakes Retailers Make That Lose Sales. 2018.

<https://blog.compliantia.com/2018/10/16/10-merchandising-mistakes-retailers-make-that-lose-sales/>

Jacoby, Margaret. Top 5 Ways to Motivate Your Employees (It's Easier Than You Think). September 8, 2017.

[https://www.huffingtonpost.com/margaret-jacoby/top-5-ways-to-motivate-yo\\_b\\_5839504.html](https://www.huffingtonpost.com/margaret-jacoby/top-5-ways-to-motivate-yo_b_5839504.html)

String fellow, Angela. 5 Strategies for Managing Workplace Conflicts. August 31, 2012.

<https://www.americanexpress.com/en-us/buisness/trends-and-insights/article/5-strageties-for-managing-workplace-conflicts/>

Orvis, Guinevere. The Science of Smell: How Retailers Can Use Scent Marketing to Influence Shoppers. August 11, 2016.

<https://www.shopify.ca/retail/the-science-of-smell-how-retailers-can-use-scent-marketing-to-make-more-sales>

Shoppers New Blog. See, Smell, Hear, Taste, Touch- Shopping Using All Your Senses! 2012.

<http://shoppernewsblog.com/2012/05/24/sensory-marketing/>