

Improving Product Sales

Having a designated area in your store for introductory and next step equipment accomplishes two things;

- It offers beginning customers a quick way to identify the area of the store ideal for them.
- It offers your instructor an ideal location to hand off a new program participant to the sales person.

This document provides some ideas for implementing a beginner merchandising area in your store as well as photos from existing retailer stores.

Figure 1. Sample beginner merchandising area



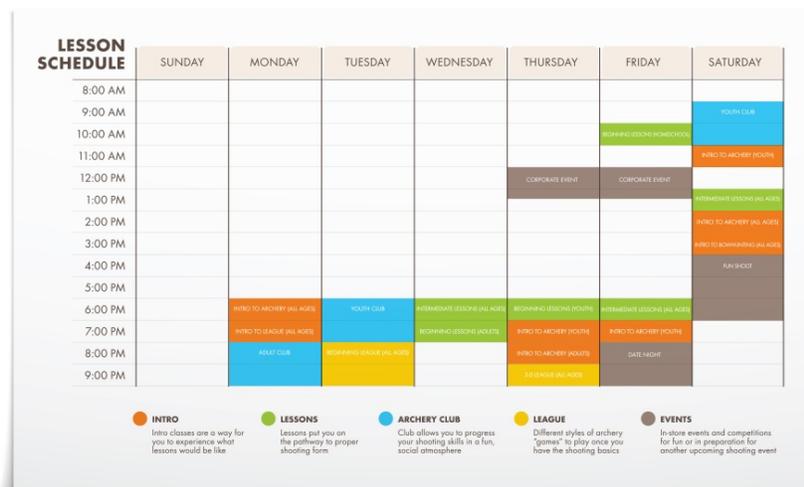
- Provide a mix of equipment for beginning recurve and compound shooters.
- Target customers who want to buy equipment right after their first experience by providing a package that includes what they used in class (Figure 1, the recurves to the left and the compounds on the top).
- Provide at least one “next step” equipment item at a price point just above entry for those who want something just a little bit better (Figure 1, the recurves to the right and the compounds on the bottom).
- Provide ready-made packages (Figure 2.) that make it easier for a first time customer to buy without being overwhelmed with options.

Figure 2. Package pricing ideas



- By having a separate beginner area, your staff can more easily identify these customers and adjust their sales pitch approach accordingly; perhaps even suggesting the customer attend a class {insert Ryan’s class schedule sketch} to help make a more informed decision. Instructors can also seamlessly steer participants to sales staff at this location if they want to buy program equipment.

Figure 3. Sample class schedule



Tip: Make sure to check your posted calendar weekly and keep it up-to-date. Near the calendar, also post a few great images of classes to show people how much fun it is.

Once you've established an area in your store that's ready for newcomers, consider;

- Lighting; highlight the products you want them to purchase with the right lighting
- A welcoming sign; in Figure 1, we suggested "Your Journey Starts Here" or something similar should be seen upon entrance into the store.
- Cleaning;
 - Make sure your store is dust and clutter free
 - Develop a daily cleaning schedule and make employees stick to it
 - Organize and label items for easy identification
- Navigation; walk the store yourself, from a customer perspective. Did you navigate your store easily or are there ways you can improve the flow?

Tip: Consider having a neighboring retailer or some trusted women friends to come in and make merchandising suggestions. Really listen to what they have to say.

Here are some photos from stores around the country.

Archery Headquarters,
Chandler, Arizona



If you're interested in your overall store merchandising plan, there are some great resources online, including this one; <http://www.sema.org/sema-news/2009/08/true-and-true-merchandising>



Left:
Jay's Sporting Goods
Clare, Michigan
Right:
Lancaster Archery Supply
Lancaster, Pennsylvania