

JUST ONE MORE THING...

One of the best ways to increase overall sales is to increase transaction size. When a customer comes to your store with a list in hand, the impulse category is a great way to get them to stray from their list and add more products to their baskets.

For a better understanding of how to merchandise impulse products for major sales benefits, *Hardware Retailing* created this selling guide, which summarizes three ways you can entice customers to buy on impulse and add to your bottom line. Retailers throughout the country are implementing these techniques, which are explained further in the July issue of *Hardware Retailing* magazine. Read below to learn how you can apply these methods to your store.

Single-line Queue



This style of queue allows customers to shop up until the moment they check out. A successful single-line queue should have wide enough aisles to shop in line as well as a variety of goods to attract every kind of customer who may walk through.

Impulse Everywhere



Adding extension cords on clip strips in the power tool aisle entices customers without requiring much extra space. Placing anything from candy to gardening gloves in dump bins also grab customers' attention while shopping.

Applied to Retail:

Identify what items in your store are or could be impulse items and take advantage of cross-merchandising techniques. Consider adding clip strips in different areas of the store or adding dump bins in high-traffic areas, and be sure you have impulse items that interest a variety of customers.

Eye-catching Endcaps



Endcaps are prime real estate for displaying products and complete projects. By using signage or POP TV displays, you can easily catch customers' attention. And by displaying end-result projects on endcaps, customers are more likely to purchase additional items.

How to Sell:

These three merchandising techniques can go a long way in selling impulse items, but another resource you can't ignore is your sales associates. In the checkout line, choose an item of the week to upsell. Ask employees to try to add it on to every customer's basket, and hold a competition to see who's most successful.