

According to the American Marketing Association, merchandising is described as “the planning involved in marketing the right merchandise or service at the right place, at the right time, in the right quantities, and at the right price.”

Merchandising can be thought of simply as a set of tools that will help maximize the potential for sales when applied to your retail space. There are several things that assist or enhance merchandising efforts such as display shelving, signage, imaging, etc.

Here are **10** merchandising tips to help you sell healthy foods:

#1 Great Customer Service. Offer great customer service at all times. Be consistent and show your customers you care. Bring in requested items when possible and explain the details to a customer if you are unable to deliver. Ask customers if you can help them find a particular item or answer any questions they might have. Go the extra mile and walk them to their car with their groceries whenever you can. Be different from your competition and do what they can't or won't do.

#2 Stack em' high, Watch em' Fly! An old mantra from the supermarket industry—this simply means a taller, more noticeable display of product will sell more. The psychology behind this? A large display of product typically conveys a deal or bargain, or that store must have a great price on this because they have so much. It is also effective because a large display can convey freshness—especially when done with produce. An abundance of product will catch the customer's eye and make them think – *do I want or need that?*



#3 First Impressions. Think deeply about this one. What is it that you want your customer to see or think when they first enter your store? Is it a cheap bag of chips or a fresh crisp apple or other high quality item? Let your entrance display define who you are as a business and food retailer.

#4 Keep your store clean. Remember you are selling food and it is the law to keep you environment to a high standard of cleanliness. A dirty refrigerator door, excessive flies or dirty floor can ruin a sale or send a potential customer somewhere else. Have a schedule for regular cleaning and assign employees to the task. Make it a priority.

#5 Bring in new items and highlight them. Customers like to see new items and try new things. Keep things interesting in your store. Create signs describing new items so customers understand how to use them. Mark the items as “New!” Some stores have a consistent “New!” sign that customers immediately recognize. This helps reinforce your commitment to keeping your customers excited and satisfied.



#6 Follow the Seasons. This follows Tip #5, as the seasons change so should your offerings. Pay attention to the specific needs of your customers during specific times of year. Keep your produce offerings relevant to the time of year they are in season.

#7 Facing Product. Aligning product to the outer edge of the shelf is very important. This makes shelves look tidier, which conveys to the customer a sense of organization and freshness. Another reason is it makes the product easier to find on the shelf and gives a strong “presence” of product category on the shelf.



Bring your products to the front of the shelf.

#8 Offer a Good Atmosphere. Many stores miss the mark here. For example, think about the temperature of your store or the type of music you provide. Make it comfortable for the average person, and welcoming in the most sincere way. Good lighting and easy-to-read signage and pricing are also very important.



Have a sampling by the register.

#9 Sampling. Take the time and expense to allow your customers to sample your products. Slice an orange or apple and let them taste it. If a product comes in with a damaged box, break open the unharmed product and sample it out. Sampling is a powerful tool to spur sales.

#10 Loss Leader. A loss leader is when a retailer lowers the price of a particular item so much it draws customers to the store in search of it. Getting customers in the store is your main objective. Now that they are in your store driven by the loss leader they will most likely purchase other items from you. For regular customers they will love the loss leader prices and, no doubt, shop them. It will also put into your customers’ minds that you offer great values.