



“VISUAL PRESENTATION EXCELLENCE” (2 HOURS)

Does your retail business experience any of these?

- Staff are unaware of the link between higher sales and good merchandising?
- Staff have become ‘store blind’ to the appearance of your premises and/or the merchandise in it?
- Your store lacks suitable ambience?
- Traffic flow, proximities and the principles of product placement are not considered when merchandising stock?
- Staff are unaware of and/or do not use Visual Hotspots?
- Merchandise becomes untidy or unclean and merchandising disciplines are not maintained?

Would you like a cost-effective solution to these problems?

“**Visual Presentation Excellence**” inspires teams to excellence in all aspects of visual presentation. It educates them in the principles of effective merchandising and the impact on sales. It removes ‘store blindness’, improves awareness and instills visual standards and disciplines. The program is best delivered in-store and preferably when not trading. It is presented by specialist visual merchandising trainers. Specific topics covered include:

- Store Image and Product Mix
- The Store Ambience and all the components that contribute to that
- Prime Visual Locations
- Visual Hot Spots
- Product Positioning
- Proximities
- Lighting
- Product Maintenance
- Safe Practices with Visual Presentation
- Visual Standards and Disciplines

A comprehensive workbook is provided for working through during the training program, reinforcement of the learning after the program and for future reference.

TESTIMONIAL

“Gave me great new ideas, made me more aware of my visual surrounds, helped me re-think displays and reinforced the need to keep things fresh.”

Sales Assistant, Burleigh Heads, QLD