



“DYNAMIC DISPLAY TECHNIQUES” (2 HOURS)

Does your retail business experience any of these?

- A lack of displays that could generate excitement and additional sales?
- There is a lack of promotional activity?
- Promotional displays are not synchronised with supplier advertising activity?
- Displays are poorly planned and/or poorly executed?
- Displays are not maintained or are left too long and become stale?

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

“**Dynamic Display Techniques**” educates participants on the benefits to sales of displays. It progresses through the key construction principles, to the practical construction and then display maintenance. Participants have the opportunity to firstly observe the construction of different types of displays by our specialist visual merchandising trainers, then construct their own displays (usually in pairs) and then receive constructive feedback on their displays.

Specific topics covered include:

- Displays and Sales
- Hot Spots and Displays
- Display Opportunities
- Planning Displays
- Creating a Display
- Basic Construction
- Safety
- Maintaining a Display

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

TESTIMONIAL

“I learnt that displays don’t have to be hard or take a long time, what stock to display and the best location in the store to display it. I loved the hands on!! It was excellent!!

Sales Assistant, Busselton, WA