



“VISUAL AUDIT

Audience and Venue: Visual Audits can be done by the AW Visual Consultant/Trainer in the premises on their own but are best done with the team member(s) responsible for the visual presentation of the premises and the merchandise. The duration of the Audit can depend upon the size of the premises and the range of merchandise.

A “**Visual Audit**” consists of the AW Visual Consultant/Trainer touring the premises with the team member(s) responsible for visual merchandising. Photographs of good and bad aspects of the visual appearance of the premises and the merchandising are taken and the team member is educated on the strong points and on the opportunities for improvement. A comprehensive report with recommendations for improvements is then written by the consultant and provided to the client when complete

A Visual Audit is best performed prior to the “**Visual Presentation Excellence**” training program so that the trainer/consultant can highlight aspects noted and actions intended during the training.

They can then be done some time after this training for the client to receive feedback and a ‘progress report’ on changes made since the training.

Many clients choose to have “**Visual Audits**” periodically so as to support their team in ‘maintaining standards’ and/or to achieve continuous improvement.