

DRIVING RETAIL SUCCESS

SELL MORE APPAREL THROUGH STAFF TRAINING

PEARL IZUMI

This editorial feature is sponsored by Pearl Izumi with Mercedes Ross.



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MERCHANDISING SPOTLIGHT!



BEFORE spacial merchandising adjustments



AFTER spacial merchandising adjustments

SPRING IS HERE! *Are You Ready?*

Train Staff to Sell What You Bought

With apparel flowing in by the box load, ask yourself "Does my staff know how to sell it?" We often overlook that question. We're always clear on why we bought what we bought when we bought it. But we are often less clear on how staff should sell it.

Schedule Tech Clinics for Staff

First, tell your staff why you selected the vendors and lines now in stock. For example: "Pearl Izumi is a well-rounded line that touches most price points; it's our main brand of shorts because it offers a good, better, best value proposition. But we also brought in Assos to give an additional choice to our high-end road customers."

For women's wear, explain the color stories. Discuss how to merchandise and maintain these color ways. It's vital that apparel not be tossed on the wall in any old order. Likewise for apparel with a technical story. You brought it in for a reason and there's a method to your madness. So explain why it should be merchandised on a separate fixture.

Schedule tech clinics and make them mandatory. Comfort is a significant part of selling a bike and what better way to keep cyclists happy than with the right apparel. Reps can answer technical questions about their brand and with technical fabrics it's important that staff know their advantages and high points.

Learn to Create Add-on Sales

Every bicycle sale is an opportunity for add-on sales. Never let a customer leave without a pair of comfortable gloves, or cycling socks, a flattering jersey or an appropriate pair of shorts. These keep them riding. Teaching staff how to sell the benefits of cycling shorts, for example, is vital to add-on sales. Teach them to be at ease when discussing a chamois or under garments, not just the gears on a bike. Try role-playing.

In the women's department display gloves and socks that go with a defined color way. Place them nearby to boost add-on sales, or merchandise apparel in color stories. For example, a woman may buy two different jerseys to go with a pair of shorts and then a matching vest or jacket if you make it obvious.

It's easy to create add-on sales in the men's department. Put chamois butter near shorts or merchandise a pump and lube in the men's section. It tickles the mind and spurs a spontaneous buy. Use a male bust with an awesome jersey on a shelf overlooking pumps, tools and lubes to cross merchandise.

Restock. Tell Stories. Use What You Sell.

You can't sell what customers can't see. If medium shorts are in a bin in the back and no one is there to help, sales are lost. Restocking is critical. It affects re-orders and product sell-through. Make it easy to restock. Hang apparel on a bar in the back room, ready to go. Re-ordering is easier when checking on inventory. Staff should talk about their success stories. They tend to listen to each other more than anyone else.

Ask your staff to use what you sell. That's the best way to encourage sales. Be sure to get their feedback—you may want to adjust your orders.

Do It Now!

1

- Post training schedules and clinics in advance.
- Weed out winter products and put them on the sales rack.
- Close out single garment pieces on the sales rack.

Get Ready!

2

- Review spring orders. Adjust now to maintain stock levels.
- Check tools, fixtures, tag guns so they're ready when you need them.
- Update signs and tags with current prices and technical information.

What's next?

3

- Develop seasonal merchandising plans and schedule window displays.
- Color stories are profitable.
- Sell more shoes through proper clinics and sales training.