

DRIVING RETAIL SUCCESS

PEARL IZUMI

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

IT'S PRIME TIME TO LOOK AT YOUR SYSTEMS ARE THEY WORKING?

DEALER SPOTLIGHT

Our buying process starts months in advance, we meet with the sales reps from various companies to go through what's new and what's discontinued. We consider fashion trends, functionality and our customers—limiting ourselves to the top two or three color stories. We thoroughly catalog and 'check-in' each item that comes through our receiving door. Checking in inventory into our Operating System helps us more accurately & easily keep track of what's selling & what's not, when it's selling and a wealth of other useful information.

As a triathlon shop we have our apparel divided into multiple departments: swim, bike, run and triathlon. It's important for us to maintain color stories on our walls & shelves. As new products come in we remerchandise to ensure uniformity often moving the remaining outdated 'last season's' items to a closeout rack. Hopefully, if we did our homework and ordering right, there will be very little to closeout.

"As a monthly reader of Bicycle Retailer

I looked forward to reading and getting tips from the Driving Retail Success article. We are one of the largest multisport stores in our area and we have the luxury of offering an expansive inventory of soft goods. The drawback to that is there is a lot of space filled with inventory and finding new ways to highlight and sell through product isn't always easy.



Tribe Multisport anchor wall after merchandising

When Pearl Izumi's Driving Retail Success came to our store, it was a real whirlwind of information and they really took the place by storm. They had endless ideas that we were able to implement immediately and have been reaping the benefits ever since. They rearranged the soft goods section of our store, transforming it into an eye catching sales tool that not only displays the merchandise better, but it actually assists in driving sales.

With all the tips and tools given to us in just one day we will be able to not only display and move through soft goods inventory better, but also streamline our ordering and back stock procedures as well.

A sincere thank you to Bruce Schofield and Chris Manny for helping to drive our retail success!"

Glenn Allen

Owner, Tribe Multisport
Scottsdale, AZ.

NOW IS THE TIME TO CLEAN HOUSE

It may be mid-winter but it's time for spring-cleaning. And let's start with backstock. How you store backstock effects restocking which, in turn, impacts sales and re-orders.

Backstock should consist of bulk items such as shorts, jerseys, socks and gloves. Everything else should be in the showroom where it can be seen and sold. Backstock should be easy to reach and inventory. Use clear bins to see what's inside and label them for sizes and other information.

Avoid putting items that should be hung into bins. Set up a bar, in the backroom, to hang jackets and jerseys:

it's efficient. Staff will quickly find sizes and colors, inventory is a snap and it speeds reorders. Finally, one person should keep backstock neat and keep tabs on

inventory for reorders.

Poor fixtures are ineffective, misuse space, which means fewer visible products.

Assess systems now such as slat walls, waterfalls and grid walls and ask: Do they efficiently display apparel, helmets, shoes, socks and gloves? If not, make changes now.

Check your hanger stock. Order replacements, new hangers and size rings.

Why wait? The season starts NOW!

BEST PRACTICES

- 1) Tag all backstock and hang jackets and jerseys with size rings.
- 2) Create a mannequin plan to keep new apparel displayed on them.
- 3) Use a camera to check site lines. Photos show you what customers see.

TIPS & TRICKS

- 1) Size rings on hangers boost sales by 30 percent.
- 2) Never put boxes on the floor, it lowers perceived value.

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