

DRIVING RETAIL SUCCESS

ADD-ON SALES & DOUBLE MERCHANDISING FOR PROFIT

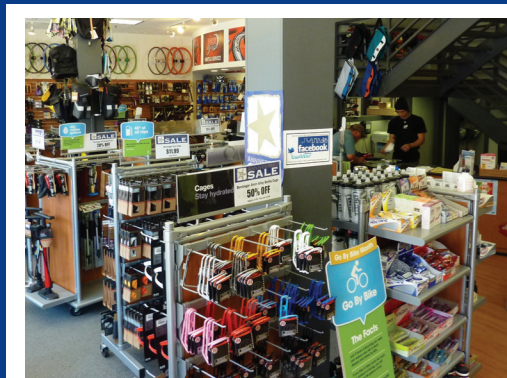
PEARL IZUMI
This editorial feature is sponsored by Pearl Izumi with Mercedes Ross.

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ADD-ON SELLING ADDS PROFIT TO EACH SALE

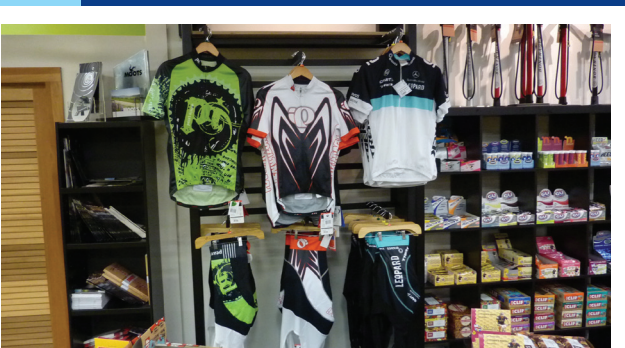
Add-on selling is when customers buy more than they intended when they come to your store. For example, a customer comes in to buy a new pair of shorts, but you sell them that plus a jersey and a pair of socks. Add-on selling even works when customers tell you they only have so much to spend. But by the time they leave, they have spent double what they intended. Think of add-on selling as fun and a challenge as well as a technique you must teach your staff.

The best time to attempt an add-on sale is right after you've shown them the main item. The customer is receptive and you feel confident the purchase is a done deal. The customer's enthusiasm is at its peak and that's the time to add-on other items.



Place your last minute add-on items close to the cash wrap

You need to ask a simple question that, first, closes the main sale but also opens the door for add-ons. It's a low-key, customer-oriented question that keeps you directly involved with the customer. Offering your expertise does two important things – it facilitates the purchase and enhances your customer service for a willing buyer.



Double merchandise apparel and nutrition for add-on sales

It's your chance to close the sale and add-on other items. Your question must contain language that simultaneously ties the add-on to the main item. Here's how to do it: "How about this matching jersey and socks? They really match these new shorts?" Notice the use of the word "new". It gives the customer automatic ownership of the main item as well as offering an opportunity to consider adding on the jersey and socks.

Courtesy of **Harry J. Friedman**, Founder/CEO of **The Friedman Group**.

MAKE THE MOST OF ADD-ON SALES

The season is in full swing and some extra merchandising effort can boost apparel sales. Your staff is busy selling bikes and accessories. Your service department is running full tilt. So let strong merchandising increase sales and boost profits.

A quick review: Women buy by color; men buy by brand and price. With women contributing to a growing percentage of sales, creating lively color ways on walls and on the floor is crucial. Display gloves and socks that match shorts and tops. Separate the shorts and tops on different fixtures using the "Good, Better, Best" rule.

Display men's brand-name apparel near high-end end technical products. A man may want Pearl Izumi shorts because that's what he's always worn. And if Pearl Izumi jerseys are displayed with the shorts, he may buy one. Always have a separate section for low-end shorts and jerseys and create a visual difference between low and high-end apparel. Again, follow the "Good, Better, Best" rule.

DOUBLE MERCHANDISE AND BUMP SALES

Double merchandising means putting the same product in two or three strategic places. More opportunities spontaneously attract consumers resulting in additional sales. It's more work and sometimes confuses staff when restocking, but double merchandising sells apparel.

Consider gloves. They tend to be a spontaneous buy and, for women, may match an outfit. Every store should have a glove section, but then place some with apparel, particularly those that may offer a match. And then place some on a quick-buy fixture where bikes are sold.

Socks are a great add-on sale. Display socks with your shoes. For women, also display pink socks with pink jerseys taking advantage of a key color story. And display some socks with gloves where bikes are sold. The location makes for a natural add-on sale and reminds sales staff to say, "How about some gloves and socks to go with that new bike."

Do It Now!

- From last month, now that the cash wrap is free of clutter, make sure your take away wish list gets into every customer's bag
- Double merchandising can be great for add-on sales try it with socks, gloves, tools and lubes
- Schedule mini add-on clinics before opening or after closing
- Start collecting fixture brochures to get ready to purchase fixtures for this winter

Don't Forget!

This summer you could begin to run out of key items, don't let that happen. stay on top of what's hot and what's not. When product arrives, have it tagged and ready as soon as space is available get it the floor. Change out your mannequins every 3-4 weeks use your best or better apparel to redress them.

What's Next?

Easy tips on maintaining your apparel areas and keeping your staff trained.

Preparing for your Spring 2012 pre-season orders.

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