



April Retail Tips

Windows mean business ! - part two

Having an attractive window display is the number two rule for good business. In case you're wondering, the number one, is " be nice to people who do come in the shop "

Anyway, here's eight top tips, in honour of it being 2008 to bring potential customers from the outside to the inside.....

1. apply good lighting: We are all prone to being attracted by light. Light shining on a beautiful product appeals to customers, and attracts their attention to it.
2. Use Mannequin like props: People pay more attention to human-like items...
3. Let them peep: expose only part of your window sometimes - I know this one is more scary than the others, but give it a try!
4. Tidiness and cleanliness: Ok so this is not revolutionary, but customers have perceptions of your displays, and we want them to be good perceptions, scruffy, untidy or dusty displays imply carelessness, and the thought process goes something like this: scruffy / dusty window means shop doesn't care, and if they don't care about the window, they won't care about product selection or serving me ! I know its unfair, but its the way things work in this universe.
5. Use the big to enhance the small: use bigger props in the background to draw people to small merchandise like jewellery.
6. Replication: Put numerous props of the same kind together to create an amazing visual impact.
7. Magnification: have props enlarged to a hundred times their ordinary size - this can be stunning - imagine a huge ring with a massive stone, all made of polystyrene, above a ring display.
8. Hire good sales people. Employ the right staff, who actually enjoy interacting with your customers, they are without doubt the best top tip !