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How to Increase Retail Sales with Store Design and Visual Merchandise Display

Romeo Richards

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How to Increase Retail Sales with Store Design and Visual Merchandise Display Romeo Richards
• Have you ever wondered why some retail stores are constantly jam pack while others remain empty even in a crammed shopping mall? • Why do shoppers choose one retail store over the other? • What can you do to make your store the shoppers' choice? ***You might be wondering if this book is so good why I am selling it for such ridiculous amount. In the spirit of openness, it's because I need some reviews. Dear Friend, Why should you read this book when there are literally thousands book on store design and visual merchandise display on the market? Let me use a story to answer you… During my research for this book, I visited Harrods. Harrods attracts royalties, A-list Hollywood stars, heads of states and the "who is who" from around the world. So you can now imagine my anticipation at visiting one of the most famous retail stores in the world. I was hoping I will catch a glimpse of some Russian oligarch or Saudi prince. However, instead of Russian oligarchs or Middle Eastern Sheikhs, what caught my attention was a bus. I had bought the identical bus for my son from ASDA. It was the same bus in the same packaging. An odd question popped into my mind when I noticed the bus… Why is it that the same bus… In the same packaging… Probably made in the same factory in China… By the same people…sold in Harrods for almost three times the price it was sold for in ASDA? At first it seemed a mystery to me… But as I walked around Harrods the answer came to me. ASDA sells toy bus. Harrods sells classy toy bus even if it is made in the same factory in China. There is a difference and that difference is what this book is about. The price of a product is not determined by the cost of bringing that product to the marketplace as we are taught in business school… The price of a product is determined by: • Who is buying • How much they are willing to pay • How the product is sold to them The reason the same bus, made in the same factory in China was sold in Harrods for almost three times the price it was sold for in ASDA, comes down to who shop at Harrods and how the bus was sold to them. Cheapskate like me is not Harrods target market. Harrods know their target market is oil Sheikhs and Russian oligarchs whose focus is not on the products but on the manner in which the product is sold to them. This is a very important point I will like you to take away from this book. Most retailers fail because they ignore this simple but fundamental business success principle. The majority of retailers do not even know their target market. They open their stores, stock them with goods and hope that customers will show up simply because they are open for business. This is a big mistake! You must first decide who you want to sell to and then create a selling environment to attract those types of people. Your store design and visual merchandise display has to speak to your target market as they walk pass your store. In How to Increase Retail Sales With Store Design and Visual Merchandise Display, I teach you how to design a beautiful store and create an attractive visual merchandise displays that attract your ideal customers. The aim of a good store design and visual merchandise display is to: • Attract shoppers as they pass by a retail store • Entice them to enter the store • Retain them for long in the store • Persuade them to buy At the end of this book, you will learn how to achieve the above in your store. Download or order your copy now! This book comes with 100% money back guarantee. If after reading it you feel that the information was unhelpful, just request a refund and you will be refunded 100% of your money no questions asked. Your friend Romeo P.S. The workbook is a component of the 'How to Increase Retails Sales' home study course, containing 7 DVDs & 7 audio CDs, also on sales on Amazon see link: http://www.amazon.co.uk/gp/product/B00NWZZT1A

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