



Merchandising is the practice and process of displaying and selling products to customers. Merchandisers use this marketing function to influence their customer's desire or intent in order to reach their sales goals. Merchandising is used in both physical and online stores.

Merchandising is about planning and developing a strategy to enable a company to sell a range of products that delivers sales and profit targets. A Merchandiser will work closely with a Buyer to ensure that the product that is bought will enable them to achieve the sales plan.

It is often explained as getting the right merchandise, in the right place, at the right time, in the right quantities at the right price.

The objective of the merchandising management team is to get the correct balance between the expectations of the customer and the objectives of the company's financial strategy.

This one-day course will teach participants to:

- Understand the role and importance of the Merchandiser.
- Understand merchandising strategies and practices.
- Understand and recognise the types of merchandising and merchandising displays.
- Understand what industry knowledge is and the terminology used in the industry.
- Recognise the importance of customer service.

Course Overview

You will spend this session getting to know the course objectives and you will also have an opportunity to identify your personal learning objectives.

Introduction to Merchandising

In this session, participants will be given an introduction to merchandising and will look at topics such as: The merchandising role, importance of merchandising, merchandising strategies and general merchandising practices - Top 10 tips. The session will also cover the types of merchandising, types of merchandising displays and finally product knowledge.

Industry Knowledge

In this session, participants will be taught about industry knowledge, what it is and how it fits within the wholesale trade sector and the retail trade sector. General industry terms and terminology.

Customer Service Standards

In this session, participants will learn about customer service standards, the types of customer/client communication available and how to solve client/customer complaints.

Customer Service Role Play Session

In this session, participants spend the time doing role play activities and applying what they have learnt during the course.

Course Wrap-Up

At the end of the day, participants will have an opportunity to ask questions and fill out a personal action plan.

