



Merchandise management is the process through which each retailer decides what items to carry, how much to have on hand to meet the needs of customers, where they should be displayed in the store to maximize sales, and how they should be priced to sell the best and maximize profits. Merchandising managers are analytical professionals who specialize in sourcing, managing, and curating a company's products and promotional material. Duties fulfilled by merchandising managers include overseeing the buying process, forecasting inventory demands and trends, and negotiating with suppliers.

This Merchandising Level 3 Course expands upon Merchandising topics learned in Merchandising Level 2 and teaches Merchandisers professional sales techniques to add to their toolbox of skills to be better Merchandisers.

This one-day course will teach participants about:

- Merchandising planning.
- Merchandising display.
- Merchandising management and presentation.
- Professional sales techniques within the merchandising environment.

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.

Merchandising Planning

In this session, participants will be expand on what they learned in Merchandising Level 2. More detail will be brought into what merchandise planning entails with regards to store planning, floor planning and in-store marketing. As well as covering such topics as: Critical elements for a successful store, store image and productivity, store design and merchandising, positives and negatives of a shopping and ways a product can be promoted in-store.

Merchandising Display

In this session, participants will be expand on what they learned in Merchandising Level 2. More detail will be brought into what retail displays are and all the considerations that should be taken into account when planning a retail display, such as: shelf health, eye level position, market leading brands, block merchandising, format merchandising, vertical merchandising, horizontal merchandising, cross merchandising, dummy packing, facing up, colour breaking and product flow.

Merchandising Management and Presentation

In this session, participants will be expand on what they learned in Merchandising Level 2. More detail will be brought into what is meant by merchandising management, looking specifically at - analysis, planning, acquisition, handling and control. Also covered in this session are the topics of merchandising presentation as well as fixture types.

Professional Sales Techniques

In this session, participants will be given an various professional selling techniques that they can use as merchandisers. Covering such topics as:

- 11 Steps for a merchandiser's in-stor call
- Point of purchase drivers
- Structured field selling
- Sales planning
- Customer needs
- Customer strategic drivers

Course Wrap-Up

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

