



Merchandising

Course Outline



Your business outcomes are our priority. Proving impact in real time.

Aim

This unit standard is intended for those individuals who are responsible for merchandising in a wholesale/retail outlet. This workshop is not display window merchandising, but rather more about improving sales through the correct grouping of items and promotional display shelves.

About this Course...

Is intended for those individuals who are responsible for displaying merchandise visually in a wholesale/retail outlet where there is some freedom to merchandise within the provided broad guidelines or parameters of their organisation.

Who Should Attend this Course?

This course will benefit all staff whose job involves merchandising.

Outcome

At the end of this workshop the delegates will be able to plan a visual display in a way that customers find attractive and appealing, increase sales, and prevent stock losses whilst merchandising.

SAQA US ID	NQF LEVEL	CREDITS	US TITLE
114907	3	15	Display merchandise visually in a wholesale and retail outlet

The unit standards above are an indication of the content of the workshop. Our workshop theories are designed to include the outcomes recommended by SAQA US IDs.

Duration: 1 Day

Content

Topic	What You Will Learn
The Visuals	• What is it that draws the eye? • Various methodologies to ensure that your wares are seen
Categorisation and Grouping	• Unpack merchandise • What are the theories?
Item Presentation Principles	• Ensuring that maximum sales are made, working with your best sellers, least sellers, loss leaders, high price and low price items
Physical Presentation Techniques	• Principal of display • Presenting merchandise to customers
The Nitty Gritty	• Removing packaging materials for display • Organisational policies • Arranging merchandise • Merchandising on different fixtures
Signage for Merchandise Displays	• The modern buyer, what they respond to • Visual merchandising • MARK Merchandise
Principle of Cross Merchandising	• Leveraging off other products
Accessories in Merchandising	• Accessorising the way of the future • Merchandising with preventing stock loss in mind
House Keeping Standards	• Good housekeeping is essential to merchandising
Merchandising – Top Sellers	• Identifying the items that you sell the most and promoting it
Recall	• Understanding recall

Optional Purchases

When ROI and Implementation Matter

At Staff Training, we understand that each individual and/or organisation has unique needs and goals. We have developed a range of valuable, but optional purchases to maximise your training outcomes:

SETA Accredited Training Options

Most of our workshops are aligned with SETA Accredited unit standards, or you can opt for the fully accredited version of your workshop choice. This includes a certificate of competence when successfully completed. All other certificates are certificates of attendance.

The Afterburner

Afterburners are additions to selected workshops. These continued learning courses include a re-cap of material covered during the workshop and continue to expand on both knowledge and skills development for the workplace.

Skills Check

Skills Checks are extremely useful in the measurement of ROI of soft skills training. This tool is structured to help the learner improve on the implementation of new skills through a goal-driven process of accountability and reflection.

LevelUp Coaching

A 2-hour, one-on-one coaching option for those who would like to address and build on the knowledge they gained during training. Converting theory into practice under the tutelage of an experienced coach.

PowerPath Coaching

A powerful investment into your future leaders. One-on-one leadership coaching with the globally acclaimed Enneagram as the self-mastery tool.

Staff Training is an accredited IEQ9 Provider. Our Enneagram offerings include a SETA Accredited version of a leadership development workshop as well as an emotional intelligence and Enneagram combination. You can also explore our specialist hybrid offerings of workshops and coaching below.

<u>Enneagram Group Coaching Journey</u>	<u>Enneagram: Insight to Action</u>
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