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Corporate Education

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Merchandizing Techniques Training Seminar

Who Should Attend:

The target audience for this seminar is merchandisers and sales promoters with responsibility for improving sales techniques to attract consumers.

Objectives:

At the end of this training seminar, participants will be able to:

- Understand the roles and responsibilities of merchandising
- Adapt right behaviour, energize performance and keep the goals-orientation high
- Work efficiently and effectively with other merchandisers and sales representatives as strong support systems
- Display strong ethical practices in carrying out their job function and gain respect and confidence from store owners and operators
- Use marketing techniques to attract shoppers' attention
- Recognize the importance of reporting relevant information to management.

Content:

- The Reason(s) for Merchandising
- Consumer purchasing Pattern
- Areas Commonly used by Consumers
- Types of Display
- Allocation of Product Type
- Marketing Techniques
- Product Handling
- A Good Exhibition
- Displays Commandments
- Communication/Relationships