



# Retail Training.com

RetailTraining.com provides retailers with off-the-shelf and custom designed training solutions in mobile, online and in-store formats. Our courses include a retail perspective from a variety of sectors and are available for store employees, operations managers and independent owners alike. Each course includes interactions, knowledge checks, an end-of-course quiz, and a "What's next?" discussion to encourage skill practice.



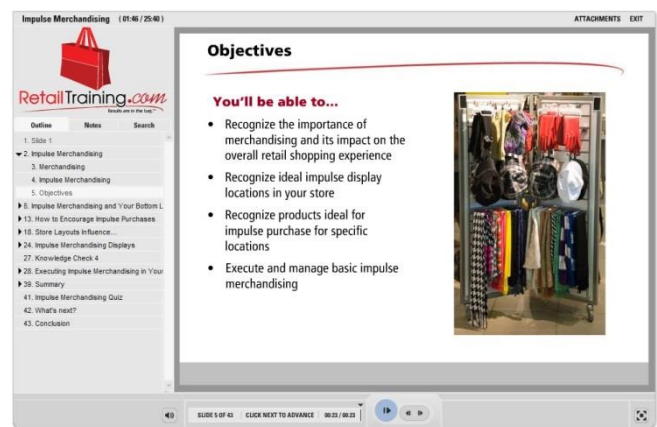
## Impulse Merchandising E-Learning Course

### Target Audience

Store owners, store operations managers and associates who need to understand the many aspects of impulse merchandising, plus visual merchandisers and store operations HQ staff involved in store layout planning.

### Objectives of the Program

- Recognize the importance of merchandising and its impact on the overall retail shopping experience
- Recognize ideal impulse display locations in your store
- Recognize products ideal for impulse purchase for specific locations
- Execute and manage impulse merchandising



### Course Overview

Impulse Merchandising is a self-paced web-based program. All the student needs is access to a PC and web browser. The program provides 30 minutes of training and is valid for 1 year. Within the purchased period, students can revisit the material as often as they wish.

Companies who buy a group of licences will be given access to reporting facilities in the Learning Management System. This enables management to track which students have started and completed the training and their test scores.

### Study Time

30 minutes



## Program Contents

- **Impulse merchandising and your bottom line**
  - What is impulse merchandising?
  - Does it work?
  - Impulse purchases – why?
  - Impulse purchases and cost
  - Other benefits
- **How to encourage impulse purchases**
  - Customer paths
- **Store layouts influence...**
  - Customer destination
  - Natural purchase patterns
  - Cross merchandising
- **Impulse merchandising displays**
  - Positioning
  - Fixtures
- **Executing impulse merchandising in your store**
  - 7 steps to impulse merchandising

Impulse merchandising planners and execution job aids can be downloaded free of charge from within this class.

### Other Courses Available from Retail Training.com

- Appearance and Attitude
- Becoming a FAB-ulous Sales Associate
- Big Ticket Sales
- Cashier Service Basics
- Consultative Selling
- Demonstrative Selling
- Greeting Customers
- Merchandising Basics
- Project Selling
- The Retail Sales Transaction
- Selling on the Phone
- Structured On-The-Job Training
- Suggestive Selling
- We're All Different
- Welcome to Retail

### Other Academy Courses You Might Find Helpful

- Retail WIKI (Martec)
- Operations (NRF)
- Merchandising (NRF)

This class builds on the Merchandising Basics class.