Merchandising Manual
Your Guide to Retail Product Presentations that Get Results
Organizing your store in specific sections and departments makes shopping easier for your customer.

Consider progressing from softer, less-threatening, beginner items in the front of the store, to products for more experienced customers in the back. This allows your customers to shop progressively at their individual comfort level.

Mainstream book and grocery stores organize products to make it easier for the customer to find what they need.
California Exotic Novelties offers QR Code Signs that can help you organize your store. Use them to identify product categories and educate the consumer about the various types of products.

Item # RP-0008-00-25
Use end caps to your advantage if possible. Mainstream stores use them to merchandise brands and collections. Many adult stores consist of one large room and the products are placed around the perimeter wall. If your store is designed like this, you can still create visual separation with the use of plan-o-grams. Remember, specific groupings help the consumer to visually separate the wall and it is easier to shop.

This grocery store end cap visually separates the merchandise in the store.
Use plan-o-grams as a guide to help you create visual separation for popular collections. These are just a few of the many plan-o-grams CalExotics offers.
New Releases

Your customers like to know what’s new. A New Release section is a great way for you and your customers to keep track of the new items in your store. They see products they haven’t before—and you’re able to easily monitor your newest items.

Monitoring your New Release section means you can determine which items are selling fast and add them to their proper section on the wall. The not-so-popular new items can also be tracked so you can put them in the clearance section before they get lost on the wall.

The New Release section also helps customers who are in a hurry and don’t have time to browse the entire store. This gives them a more enjoyable shopping experience.

This mainstream bookstore has a new release section for each department in the store.

The CalExotics New Releases sign or the New Arrivals sign are the perfect headers for your New Release section.
RP-0002-11-2 or RP-0008-00-19
A closeout section can be a valuable tool to help you move slow-selling items. Always be mindful of the placement of this section, it should not be as accessible as more essential sections like the New Releases.

Place your Clearance Section towards the back of the store. This forces your customer to shop other areas before finding the Clearance Section.

The clearance section of this mainstream bookstore is located in the very back of the third floor.
Most clerks are trained to upsell items like toy cleaner, lubricants and batteries. They usually pitch the upsell when the customer is done shopping and is standing at the checkout counter.

In addition to the traditional upsell, try integrating a small section of these popular items in your toy section. It is great for impulse shoppers and also gives your store a “silent salesperson”. Plus it helps cover timid customers. When the clerk reinforces the upsell at the cash register you have a sure-way to increase sales.

Parmesan cheese placed by the frozen Italian food, matches and lighter fluid by the BBQ equipment, and chocolate syrup by the ice cream. These are all mainstream store merchandising upsell examples.

CalExotics Universal Toy Cleaner is perfect to use as a merchandising upsell. SE-2385-00-1 and SE-2385-10-1
Getting the product into the hands of the consumer—that’s one of the best ways to make the sale. The main reason a customer shops in a store (rather than online or from a magazine) is because they want to touch and feel the product. Testers make this possible.

Place testers on the wall near the packaged product. Testers also act as a silent salesperson and are less intimidating to customers who might be too shy to ask questions.

A helpful hint: Keep your testers clean and always make sure they have working batteries.

This cosmetics store uses testers as their primary sales force. There is a tester for almost every product.

The CalExotics Try Me Displays are free and are the ideal way to showcase testers.

RP-0001-70-1
Multiple Exposure of Best Sellers

By exposing the same item multiple times in your store it commands attention. The customer perceives it as a “hot” item that they don’t want to miss. Multiple Exposure is a technique you can use on best-sellers or for items placed on special.

A grocery store takes advantage of holiday demand for a product while a cosmetic store spotlights a new product with a double exposed display.

Use top-selling products, like the Butterfly Kiss, as Multiple Exposure items.
SE-0782-12-2
SE-0782-25-2
SE-0782-25-2
SE-0782-35-2
Creating combo packages allows you to combine items that customers may not have thought about purchasing together. It also allows for upselling and cross selling in different departments.

A grocery store showcases everything the customer needs to create the perfect Asian dinner—right down to the fortune cookies!

Give your shoppers the Product Combination experience by displaying with this selection of pumping gear.
SE-1039-00-2
SE-5010-00-1
SE-1469-10-2
SE-1048-00-2
SE-2201-00-1
Cross merchandising items in different departments can spark interest and helps customers explore new areas of your store. Strokers in the DVD section or massagers in the lingerie section are perfect cross merchandising options.

This coffee shop sells music CDs—something most people don’t normally purchase at a coffee shop.

Place the best-selling Basic Essentials strokers in your DVD section.
SE-1786-12-3
SE-1785-00-3
High End Luxury Items

One of the largest growth sectors is luxury items. More and more customers seek the very best; don’t force them to go someplace else to find it. Devote a section of your store, even if it is a small area, to high end products.

The organic section of the grocery store is devoted to people with discerning tastes who are prepared to pay a premium for quality produce.

Vanity by JOPEN is the perfect product for those looking for the very best in pleasure products.