



# In Store Displays

The most successful people in Prom not only take orders, but they embrace their customers. With the many ways on doing so, one of the simplest but many times forgotten is an in store display. By creating a small in store display you say to the customer “Please come in. We not only want your business, we specialize in it.”

An in store display is a very easy thing to do. Start with what you already have. Create unique designs with silk and permanent flowers already in your store. This not only gives the customer a visual reference of their choices, but I also find it gets my creative juices flowing for the Prom season. You also should have the current Prom magazines for reference. This again emphasizes that your customers are important to you, but also it is used as a tool with your customer. During the sale, take cues from the customer if their dress is in the latest fashion magazine. You can begin to see a price point for them once they show you their dress. The reference of the dress design will also allow you to suggest add on “garnish” to the design they create.

Utilize the “lost” corner of the shop, the place that just does not have anything in it from taking down Valentines’ Day. Utilizing your connections with local dress and tuxedo companies, have the current fashions of each on display. Have swatches of current trend colors. The easiest way to sell Prom designs is to have a pricing grid, and this should be included in the area. Also, do not forget the “add on” items for the designs such as Kara’ Kisses, Posie Pins, and Acolytes.

By creating this area in your store, not only is it inviting to your customers to order, but it gives you a place to take their order and frees the counter for daily order taking. Giving them a special place will mean a lot to them, and better sales for you.

Wishing you successful Prom and Wedding seasons,

Cory Brown AIFD  
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