

CALEXOTICS®

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MERCHANDISING MANUAL

Your guide to retail product presentations that get
results.

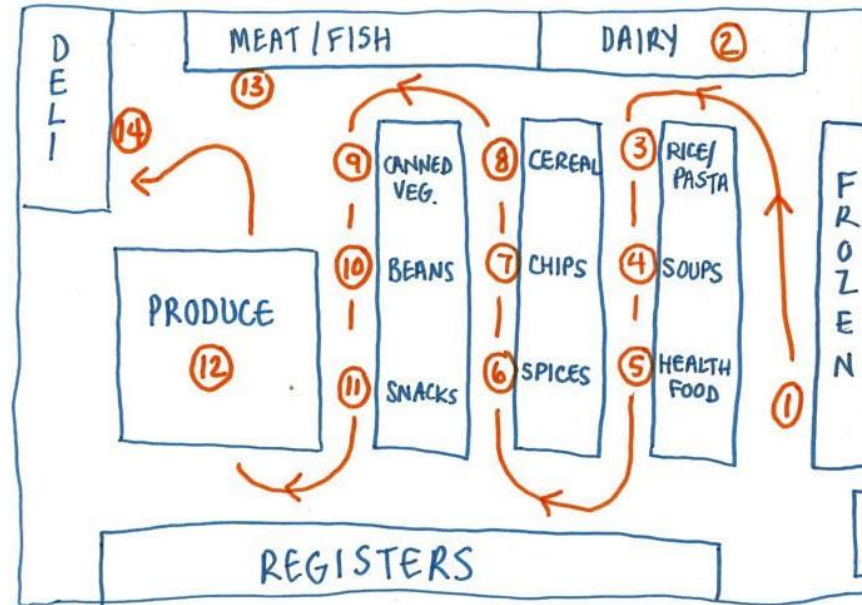
Organization is critical to help the customer shop



We offers signs that can help organize your store.

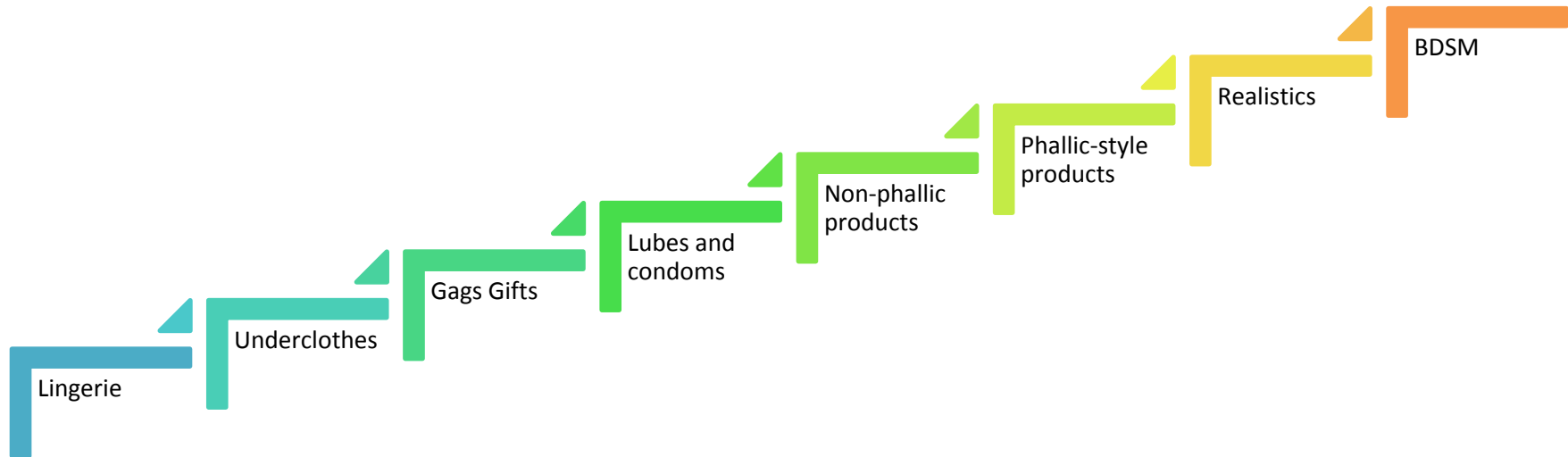
Organizing your store in specific sections and departments makes shopping easier for your customer.

Curating the Store



Specific sections and departments makes shopping easier for your customer.

A Progressive Approach



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.

Use collections as a guide to help you easily create visual separation on your store walls.



Mainstream stores use end caps to not only showcase collections of products but also to break up product groupings through visual separation.

Collections can create a more visually stimulating environment





A New Release section is a great way for you and your customers to keep track of the new items in your store.

- Showcase new items to motivate sales
- Create a focus area to train customers on new technologies
- Enable a quick-purchase area for customers in a hurry



Clearance Section

- Move slow-selling items
- Avail prime space for fast-selling and high margin items
- Place your clearance section toward the back of the store, forcing your customer to shop through higher mark-up items



- Upsell items like toy cleaner, lubricants and batteries
- Pitch upsell at the checkout
- Integrate a small selection of popular upsell items in product displays
- When the clerk reinforces the upsell at the cash register you have a sure-way to increase sales

Testers allow for product interaction

- Demonstration of motor power
- Feeling of materials
- A closer observation of build quality
- An up-close opportunity to make a sale



The California Exotic Novelty Try Me Displays are the ideal way to showcase testers.

A helpful hint: keep your testers near the product you are selling and always make sure they are clean, have working batteries, and are fully charged.

Cross Merchandising

- Upsell customers into new categories
- Draw customers into new sections

Example: Strokers in the DVD section or massagers in the lingerie section



Place the best-selling Vivid Raw products in your DVD section to reach out to your DVD customers.

A Product for Every Customer

- Understand the customers needs
- Create product segmentation to have a device for every price point
- Sell from the top down to maximize gross sales



- Merchandising appropriately creates customer interest and assists in sales
- Curate the store for the customer to ease their experience
- Focus on upselling and cross-selling to maximize revenue per customer
- Find the appropriate product segmentation strategy for the store to maximize conversion

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