

Product Strategies

Where you can go or do to research possible products that will meet your customer's needs.

Customer Suggestions & Recommendations – including your own employees personal experiences

Your Sales History – readily available data is at your fingertips with the use of your POS system. Sales and inventory reports will provide key financial and product movement data and trends.

Comparison Shopping – observe similar retail establishments – view the competition for product and pricing ideas and trends.

Visit Trade Shows – industry specific events such as food or apparel shows, or school store specific at marketing conferences.

Review Trade Publications – every industry generally will have publications offering articles, suggestions, reviews and evaluations, or product data for specific merchandise and companies to use in the evaluation process. Also review vendor merchandise catalogs.

Invite Vendors to your location – sales representatives presenting their product lines to the class for evaluation.

Lessons Provided By:
POS Systems Group
877-271-3730
www.schoolpos.com