



PRICING STRATEGIES TO SPUR SALES

Along with good customer service and merchandising, pricing and promotion is an important component to increasing sales. There are many sale tactics that can help you boost sales.



Use signs to let your customers know you're selling produce. Many may still not know about these additions. Advertising outside will let them know and draw them in. Inside the store, use display signs and offer promotional sales to further encourage people to try new, healthy product.



Specials Everyone likes a good deal. Offering specials will draw people into your store and encourage people to buy more healthy products, helping promote and increase sales. Weekly special will also entice customers to visit the store regularly, increasing foot traffic and gaining loyal customers.



Offer a loss leader. Lower and highlight the price of one item to draw customers to the store in search of it. Now that they are in your store they will most likely purchase other items from you.



Make produce and perishable items visible Keep perishable foods at eye level to make them easy to see when you walk in the store. An extra tip - put fresh-looking produce by the cash register with a promotional sign to encourage last minute purchases.



Keep displays full and attractive Half-full and bruised produce give the impression that the store has old, poor quality items. Remove old items and restock often to keep your produce looking its best



Group and sell similar items that can be used together such as avocados and limes, or ranch dressing with your carrots and celery.



Highlight NEW items to draw attention to them. Customers like to see new items and try new things. Use consistent signs to help customers immediately recognize them. This helps reinforce your commitment to keeping your customers excited and satisfied.



Bag up and discount lightly bruised produce. Everyone loves a good deals! These items aren't good enough to sell full price, but pack up a few items in a bag for \$0.99 and people will buy them up!



Use wobblers and other healthy signage to attract attention to your new healthy items. This will draw added attention to these items and will encourage customers to purchase more of them.

\$1.99

End prices with the number "9" Prices that end in "9," such as \$1.99 or \$9 make people think they're getting a better deal, and even outsell lower prices for the same product.



Make snack packs* Offering \$1 cut up snack packs, or package together produce that can be used together such as avocados and limes can increase the amount purchased by customers. Remember to make labels with the ingredients in your products.

*Only if your store is certified for food preparation, and you have a food handler's license.