

**PROFESSOR
PROFIT SAYS
C-STORE BEST
PRACTICES
IMPROVE:**



**FOOT
TRAFFIC!**

SALES!

PROFITS!

**WHY ARE
CUSTOMERS
LOYAL
TO THE BEST STORES?
#10 SEASONAL
PROMOTIONS!**

STOP!!!
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**Customers
Can't Miss Which
Season It Is from
the Moment They
Walk in the Store.**



The Best Stores:

- > Use Overhead Entryway Banners, Colorful Dangling Ceiling Signs, Shelf Talkers, Endcaps and Checkout Displays that all Remind Customers to Grab In-the-Moment Seasonal Goodies.
- > Customers Can't Miss Which Season It Is from the Moment They Walk in the Store.

**Use Seasonal Signs & Displays,
To Take Advantage of the Holiday Craze.
No Matter the Season,
Give Customers a Reason,
To Think of Your Store When they Think
"Holidays".**

The Best Stores:

- > Display Seasonal Products in High Traffic Locations Using Secondary Displays for "Points of Interruption". Hot Spots Include Near the Register, Cold Vault, Foodservice/Deli & Fountain Drinks.
- > Take Advantage of Seasonal Displays & Counter Units at the Checkout to Attract Customer Attention & Generate Suggestive Selling.
- > Offer a Healthy Variety of Items.
- > Bring in Candy, Novelty & Gifts Together - Establish a Dedicated Section.

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