

12 Merchandising Tips



A Division of Herff Jones

Boost Your Diploma Frame Sales!

Here are 12 **EASY** ways to increase your diploma frame profits.



- 1 Think “front and center” for diploma frame displays during grad season (but remember to display them year-round.)
- 2 Create “combination displays” that include other graduation products.
- 3 Keep a supply of Framing Success brochures with your display frames and stock.





- Hang your sample frames at eye-level for best effect.
- Try gift-wrapping frame boxes on grad day to fuel sales!
- Be sure that your display samples are polished and in good condition.
- Keep plenty of stock on or nearby the display table.
- Include diploma copies in all your display samples. Just contact your rep if you need copies!
- Make use of trophy cases and bookcases for high-visibility displays.



- 10** Dress up your display samples with ribbon and/or bows.
- 11** Include price cards. (Need some? Just contact your rep!)
- 12** Use easels when displaying frames on a grad table. Speaking of event tables, just let your rep know if you would like one of our complimentary Table Event Kits. It's filled with all the basic supplies needed for a successful table event.



Contact your sales rep or Framing Success for a wide assortment of free merchandising tools!

1.800.200.2044
www.framingsuccess.com

