



- 10** Dress up your display frames with ribbon and/or bows. Gift-wrapping frame boxes fuels sales!
- 11** Include price cards. (Need some? Just contact your rep!)
- 12** Draw attention to your diploma frame display with festive helium balloons, if permitted.



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

800.200.2044
framingsuccess.com



12 Merchandising Tips



**Boost Your
Diploma Frame Sales!**

Get creative! Then get ready to ring up the 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 Hang your sample frames at eye level for best effect.
- 3 Be sure that your display samples are polished and in good condition.



- 4 Set the table! Our *free* Table Event Kit (in use, above) includes a table cover, posters, price tags and all the basic supplies you’ll need. Contact your rep to request one.
- 5 Keep a supply of Framing Success brochures with your display frames and stock.
- 6 Create “combination displays” that include other graduation products.
- 7 Keep plenty of stock on or nearby the display table.
- 8 Include diploma copies in all your display samples. Just contact your rep if you need additional copies!
- 9 Make use of trophy cases and bookcases for high-visibility displays.

