



Hello Everyone,  
I hope all of you are busy making lots of product for the upcoming holiday show. While I've been getting ready for the season I've been thinking about what Beth said in our last meeting about how small tweaks can greatly improve your booth. I found an article about POS displays. They are a great way to increase your sales with minimal effort. I have employed this in my booth for years & find it to be an easy way to add to my sales. You probably purchase items from POS displays often without even thinking about it. That is why they work! Check out the following article & give it a try. I think it can make a difference in your sales. I know it has in mine.

Happy Selling  
Lora

A white card is tilted and features colorful paint splatters in shades of purple, yellow, green, and pink. The text on the card reads: "The 'Earth' Without 'Art' Is Just 'EH.'"

The  
"Earth"  
Without  
"Art"  
Is Just  
"EH."

**MY PRICES ARE  
BASED ON MY  
TALENT, NOT  
YOUR BUDGET**

Your craft table should be treated like a mini store. Retailers know how important the experience is at the checkout. This is where the sale is made and you can use it to increase your upt (units per transaction) and increase your \$\$\$. A point of sale display is a perfect way to accomplish this. In the merchandising world POS displays are usually found at the checkout counter.

**\*\*Think of the candy & lip balm in the line at the grocery store\*\***

## Why is a POS display important?

As a vendor a POS display gives the the opportunity to earn more money. Customers can look at these items while waiting to pay or while you ring their purchase. These items are easy to add to their purchase & will increase your ads (average dollar sale).

But it can't just be about money. Also think about the customer.

The POS display should help complete the purchase.

**\*\*a wallet to go with a new purse**

**\*\*gift box/wrapping**

Items in this section should help customers walk away feeling satisfied & impressed with your business.

The POS display should go in your caswrap area.

## What to put in your POS section

Three things to keep in mind when considering items-

### 1. Price

Items should be lower than your average price point. Customers only have a few minutes to look over these products & the higher the price point the more time is required to consider the purchase. These items should be a no-brainer to buy & require very little time to think about.

### 2. Size

The items must fit in your checkout area. Shoppers shouldn't have to step away from the checkout to view POS items.

# 3. Connection

The items in your POS should have a clear connection to the rest of your booth. If customers can't connect the dots from the item they are buying to the ones in your POS display they'll be less likely to buy.

Also keep in mind:

## Quantity

Don't overwhelm with too many choices. 1-5 items will be plenty.

## Signage

Because customers will likely have their hands full or may be standing in line to pay and unable to touch the items use clear signage to communicate prices.

## Brand

Keep this section on brand. It's going to be the last interaction they have with you, (at this event) so you want it to be good.

With holiday shows a POS section is a great place for stocking stuffers. They already like your work & are buying something you made. This is a subtle way to suggest a gift for the teacher, babysitter, neighbor, etc that they need that smaller gift for. Last year at OSA we had over 8000 shoppers so imagine that 1 to 2% of them bought from you and your POS items were \$10 each-- that could have been \$800 to \$1600 more for the weekend!!!