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# Merchandising Matters

Educational retail blog focused on maximizing silent selling



## About Me

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Thursday, December 17, 2009

## Clearance clean up

The time is coming, if it hasn't already, for holiday season markdowns. Too often stores miss an enormous sales opportunity by just dumping their clearance product on a rounder or other fixture without giving thought as to how best merchandise mark downs. Of course, customers are drawn to mark down racks and signs that scream 50% off, but how can you encourage those customers to buy as well?

**Simple: Be sure your fixtures are clearly signed and neatly organized.**

If you want to get that clearance product out the door before secondary markdowns, try the following:

Regardless of the type of fixture you are using to merchandise your clothing markdowns, have a plan for how you will keep the fixtures neat and shoppable. A common roadblock to selling through clearance clothing can often be attributed to overstuffed racks. Things I found successful for moving clothing included organizing product first by silhouette or category (long sleeves versus short sleeves, sweaters versus tank tops, skirts vs. pants, etc.) and then within that category, by color. For example, on my rounder full of random styles (sized of course!), I might put my lightest color t-shirts first, followed by long sleeve t-shirts or button downs, followed by sweaters or sweatshirts continuing all the way through to the darker colors.

Why is this effective? It's how many customers shop, and requires less time searching for that something special. Make it easier to find that light blue long sleeve shirt or your selection of marked down skirts, and it is likely that product will get more attention, and of course, sell.

Clearance hard goods also benefit by some category organization and reducing overstuffed shelves or pegs. Space obviously dictates whether your mark downs remain in their current 'home' or move to a clearance area. Both can work well, if they are accurately signed. If you have clearance tables, keep them organized and be sure the categories on the table make sense when grouped together.

And, finally, be sure your customers know where to find your good deals! Sign and price your product. Experiment with where you place your clearance and pay careful attention to what does best.

If you give some TLC to your clearance fixtures and have a solid plan for their merchandising, you should see your mark downs fly out the door!

Posted by [Robin Enright](#) at 10:24 AM

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