


# Illustrated guide to merchandising best practices for veterinary clinics



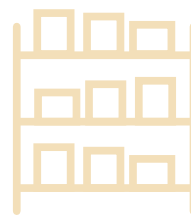


# Introduction



**A client who finds what they need is a return client,** so you have everything to gain from making the most of your retail space.

Here's an Illustrated **guide to merchandising best practices for veterinary clinics** offering tips, tricks, do's, and don'ts!



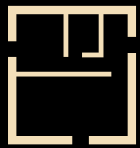
Devoting the time and effort to improve your retail space will:

- **Increase your veterinary practice's revenue and profitability** through a broader range of products
- Convey an **image that reflects the expertise and professionalism** of your employees
- Provide an immediate next step after a consultation and encourage pet owners to follow your recommendations, with **products readily available in the clinic's retail space**
- **Enhance the client experience and strengthen the bond of trust** between you and your clients



First and foremost, **the layout of your retail space should be well designed and organized, aesthetically appealing,** and in a strategic location as clients walk through the clinic.

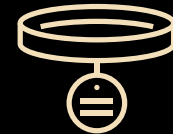
Here are some aspects to consider:



General layout



Food



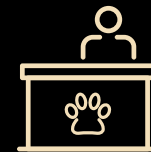
Accessories



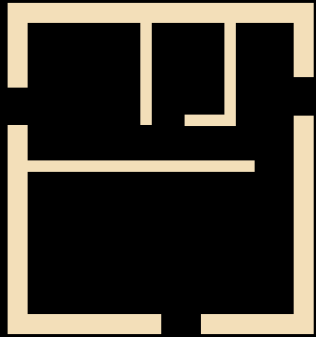
Grooming products



Signage



Furniture and displays



## **General layout**

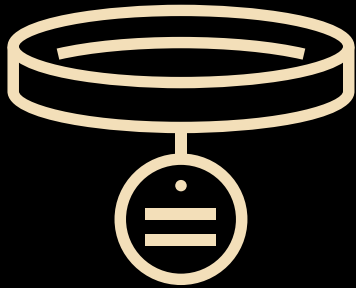
- Does each product category (e.g., food, grooming products, accessories) have a clearly defined spot?
- Are all products properly placed, i.e., within easy reach of the client?

## **Food:**

How should you organize the products in this category?

- By brand?
- By therapeutic purpose (dental, senior, weight management, etc.)?
- By product type?
- Separate spaces for dogs and cats?



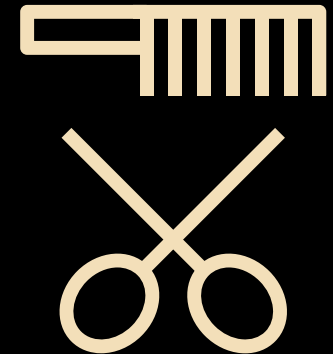


### **Accessories**

What types of products would you like to offer?  
Only those designed for a specific health problem?  
The latest trends? High-end products? Which would  
meet your typical buyer's needs?

### **Grooming products**

- What types of products would you like to recommend? Shampoo, perfume, toothpaste, brushes?
- Are the products you like to recommend in stock?





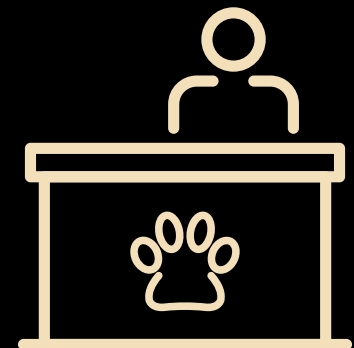


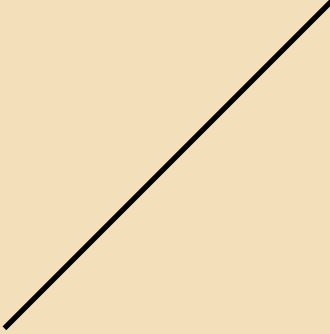
## **Signage**

Is the signage clear? Is it properly positioned, i.e., clearly visible? Is it color-coded to help the client (and your employees!) easily find what they need?

## **Furniture and displays**

Do the displays meet your needs? Do they fit the space? Are they clean and do they do a good job of showcasing the products they contain?





# Visual presentation: Basic concepts



# Visual presentation

Visual presentation means planning the layout in a way that showcases the products being sold.

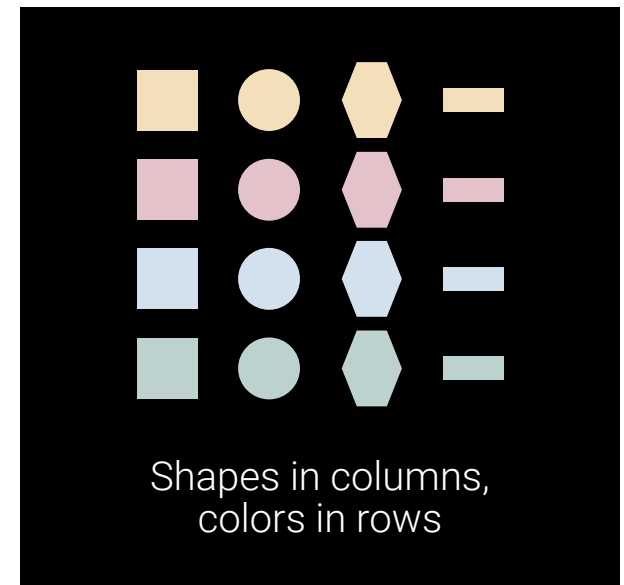
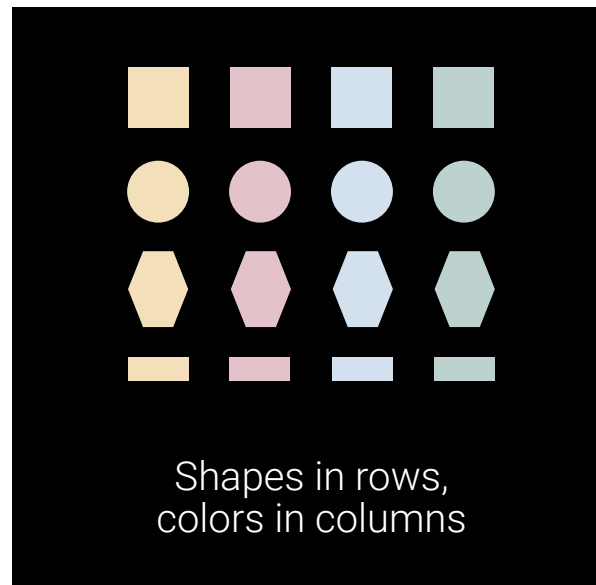
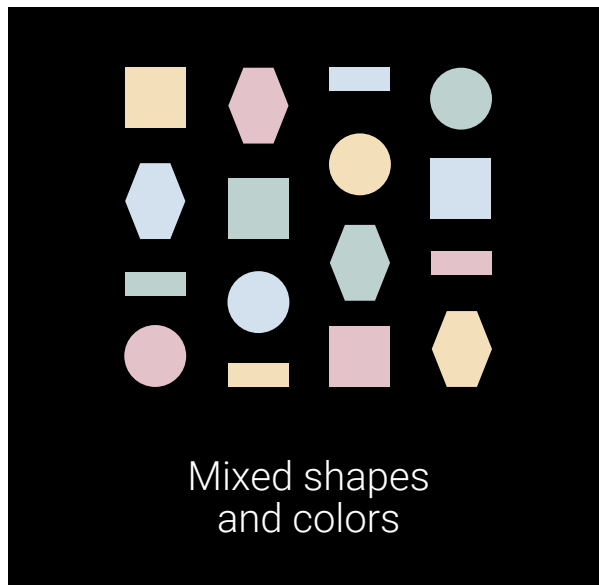
Because our eyes naturally tend to perceive shapes before lines, products placed on the top shelf or at eye level will always be the most popular/in demand.



In example number one, it's almost impossible to remember how many symbols there are, and what shapes and colors they come in. But it's easy to identify symbols and colors when they are organized in a consistent and logical way, as in examples 2 and 3.

When products are displayed haphazardly and/or there are too many of them, your brain gets overloaded. That's all it takes to make a client give up trying to find what they are looking for—and leave.

## Examples:



To visualize things, here is an example of an organized display vs. a disorganized one





# Visual presentation: Do's and don'ts!



## Checkout counter space

Make sure this space is unobstructed:

- So clients feel comfortable
- To show you are organized



### TIP

This is a great spot to set out small, inexpensive impulse products for people to buy on the spur of the moment (like that pack of chewing gum at the grocery store checkout!).



The visual presentation should be aesthetically appealing and stimulating

**There are a number of things that send the wrong message in the example opposite:**

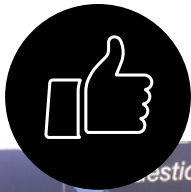
- There are too many gaps between products, making it look like things are missing. The space between products also isn't consistent.
- The display board isn't very attractive and seems better suited to a hardware store than a professional environment like a veterinary clinic.
- A disorganized layout doesn't present the products well, so any posted price will seem too high.
- Not all prices are clearly visible.
- The fact that there are no feature products sends the message that using the right grooming products or accessories isn't really very important, and may even cast doubt on the quality of the veterinary clinic's services!





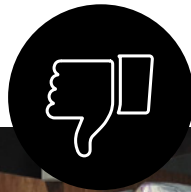
# Tip

Empty shelf space is a lost sale!



Question:

What's wrong with this picture?



**Answer:** All the products are behind the service counter —so out of clients' reach!

## Accessories

Products in this category are usually placed at the front of the store as a touchpoint for clients **from the time they enter the clinic.** Merchandise is usually displayed vertically along a section of wall.

Ideally, clients have to walk by the accessories section to get to the everyday consumer products (like pet food).





## Grooming products

**A thoughtful layout enhances products' perceived value.** So don't forget the **lighting**: It's a minor detail that can have a major impact.

Grooming products should be placed near the checkout counter to encourage conversation between employees and clients around products your clinic is promoting. Therein lies the benefit of product recommendations—offering the right product to the right patient!





Signage  
and pricing



# Signage

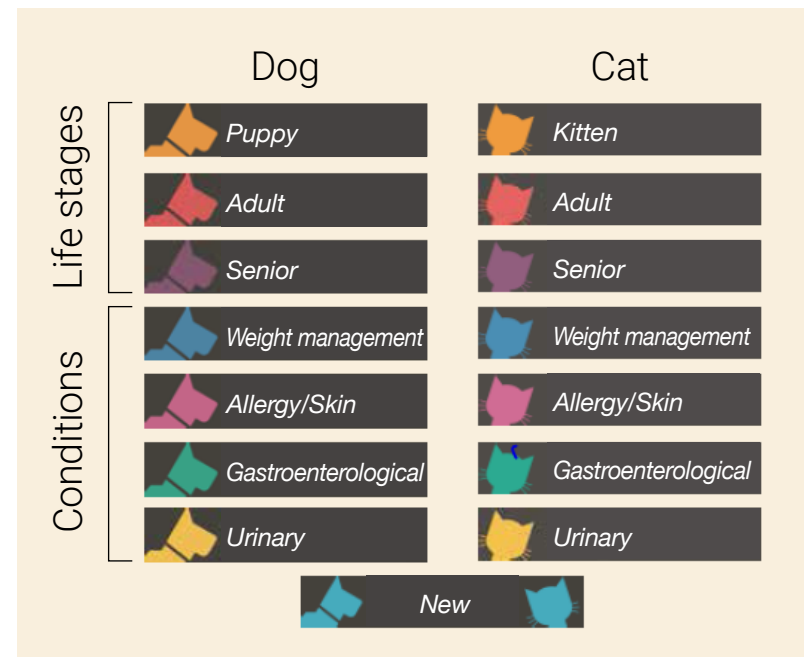
People don't like having to search for things or feel like they are wasting their time (who does, right?). Your layout should be well organized so it's easy for people to see which products are where.

One tried and tested solution is to separate areas by color.

Let's look at "cats vs. dogs" environments, for example: These categories are then split into two subcategories: **life stage** and **therapeutic purpose**.

## The goal?

To make sure clients (and employees!) can find what they need in the blink of an eye.



# Prices

## Avoid unpleasant surprises for the client!

Legislation on price labelling in stores requires merchants to post accurate prices.  
Make sure all prices are correct.



## Example of a good price display

- Professional
- Clear and unambiguous
- Uniform
- Bar code

## Displaying clear, accurate prices demonstrates transparency

There is still a perception that products are more expensive at the vet's. When prices are clear and accurate, it's easier for people to comparison shop, which opens the door to conversations you can use to educate people.





**Ever heard the expression “you can’t see  
the forest for the trees?”**

Well it’s true!

You have to occasionally stop and look at things  
through a client’s eyes. What do you see?

What does your clinic have going for it?

What could be improved?