

# Can You Really Create Product Displays in a Massage Session Room?

By Cherie Sohnen-Moe

TIME TO READ: 4 MIN

**C**reative merchandising can dramatically increase your product sales. By presenting your products in an attractive manner, clients are more likely to look at them, pick them up and buy them.

Some practitioners have an area of their waiting room with shelves or display cabinets. Others are limited to a small table or just a section at the front desk. No matter how large or small your space, you can display your products in an eye-catching manner.

In general, it's best to avoid just putting numerous items on a shelf, as they can easily get disorganized. Point-of-sale (POS) displays (also known as point-of-purchase or POP) are effective ways to display products. If you cannot obtain POS units that are designed for the product lines you carry, you can purchase them from companies that make generic units. You can also put products in baskets or other containers.

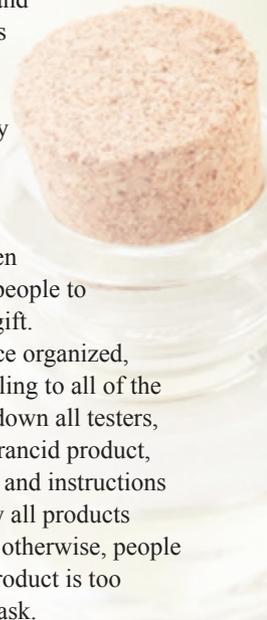
If you have ample space, arrange seating areas around product-testing stations, where clients can check out the essential oils, skin care products and self-care tools you offer. Create a feature area to highlight new products and seasonal items. This feature area can be a separate section of the waiting room or a space created by using decorative items, rolled towels, baskets, plants or a folding partition.

Display smaller impulse items, sale products or new items on the front desk area or wherever you complete your treatment transactions. Change the general retail displays at least three times per year, placing new or seasonal items in featured areas. Change the items in the featured areas every four to eight weeks.

Another way to be creative with your merchandising is by developing themes for holidays and special events. Put up signs or decorations, or offer special seasonal items. Here are some ideas: Hang posters and signs; apply rub-on window decorations or hire a local artist to paint your windows; string colorful lights; arrange holiday plants; and serve seasonal beverages and healthy treats.

A tip for the winter holidays is to attractively present your holiday gift packages. A simple gift box, organza bag or ribbon can easily brighten the area and encourage people to purchase a ready-to-go gift.

Keep your retail space organized, clean, well lit and appealing to all of the senses. Regularly wipe down all testers, remove dust bunnies or rancid product, and assure labels, prices and instructions are easy to read. Identify all products with price tags or signs; otherwise, people might assume that the product is too expensive and not even ask.



Your display area isn't limited to your waiting room. Consider displaying retail sizes of certain products, such as the lotion you use in the session, in your treatment room. If you don't have a waiting room, display products on a mirror or small glass shelf inside the session room, or on top of a rolling case if you do on-site work. Vendors might have posters, bumper stickers or literature available.

While not technically a display tip, I recommend that you also put the products you sell in other parts of your office building. For example, if you carry a line of soaps or lotions, place them in the lavatory for your clients to use.

Merchandising is fun! You *can* create engaging displays that are easy to set up and very affordable. **M**

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