Layout as a commercial tool.

In the world of IKEA the layout of the store and the communication you provide for your customers is used as a tool to facilitate sales by making things clear, simple and easy to understand. You call this using layout as a **commercial tool.**

In English we also want to make our communication style clear and easy to understand. In this case we are using the structure of our speech as a **communication tool.**

You use signs and posters, images and layout. We use **INTONATION, STRESS, LINKING WORDS AND SHORT SIMPLE SENTENCES!**

Let's revise the range of LINKING WORDS and the look at how intonation and stress can make your message easier to understand!

Here are the basic linking words **you should learn** to help you to structure your sentences:

However	As a result	Despite this fact
Nevertheless	This is why	In contrast
Therefore	In view of this	Overall
In conclusion	Finally	On the whole
To summarize	To sum up	Naturally
Moreover	Eventually	Clearly
Furthermore	In conclusion	Basically
First of all	On the one hand	Essentially
Secondly	On the other hand	Ultimately
Then		Apparently
Consequently		

All of the words and expressions in this list can be used at the start of a sentence join two short sentences together.Using a series of short, simple sentences and pausing after each one, is the best way to make your points clear and understandable. It's also a great technique for making people interested in what you are saying, and not losing their attention.

You can further clarify your meaning by using intonation and stress and thinking about the tone of your voice as well as the pace and rhythm of your words.

Here are the **basic techniques for intonation** you should use to make yourself clear:

Pitch and Pause - You should use RISING PITCH at the start of a sentence and FALLING PITCH, and then a pause, at the end of a sentence.

Intonation and Stress - You should say important words LOUDER and more SLOWLY or use rising and falling pitch to highlight an important idea.

Range Presentation - Let's practice!
Talk about range presentation in your store or department using short sentences and intonation.

Intonation when Reading - Read this extract from an article about visual merchandising, pay attention to your intonation and stress and copy your teachers model. Then **answer the questions** with short sentences and using the linking words for each answer.

The Power of Retail Store Design *by Steven Fisher*

How your store looks is sometimes more important that what you are selling. Is your store entrance inviting? Are your tables and wall standards easy to get to? Are you telling a good visual "story"? You have to keep your store fresh and exciting to your frequent shoppers as well as your new guests. "Visual merchandising takes your consumer from the retail display to the cash register. Encouraging sales through creative color and commercial retail design is a key element to keeping a customer interested."

Here are a few goals to keep in mind with visual merchandising.
• Create excitement to draw your customer into your world
• Stimulate all 5 senses – attract not only with sight but smells (aroma therapy but not too strong), touch, sound and taste too..
• Plan! What is your traffic flow? Do I have the merchandise to set a promotional display? Set a clear image to your end result
• Demographics – the who and what. Who are you attracting and what are you selling them, have you adapted your visual merchandising to your local market
• Be inspired! Visit other retailers and capture the environment around you

Let's also think in terms of KAOS in your merchandising
• Kinetic – depict motion, not just static imagery
• Assortment – show depth in your presentation of multiple product offerings
• Over Communicate – Carry a sales theme through the department or entire store.
• Sale! – Again, your end result is to attract sales by leading the customer through the entire store.

Questions -

1.Do you agree that how the store looks can be more important than the products in it?
2.What does the term 'telling a visual story' mean to you?
3.Do you think that there is enough renewal in your visual merchandising? Are you keeping things exciting for repeat visitors? How do you achieve this?
4.Have you adapted to your local market?
5.Do you take inspiration from the environment around you?
6.Do you carry a theme throughout the store?
7.According to another article (you can read this at home if you want http://www.utalkmarketing.com/Pages/Article.aspx?ArticleID=1904&Title=How..) : "VM provides 'silent service' for consumers, helping them to find products more easily, providing inspiration and solutions, advising on product information etc., and all without the help of a sales person."
Explain how Ikea's strategy for visual merchandising and communication works.