

Standard Operating Procedures

A Day in the Life of
an HP Merchandiser



© Copyright 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice.



Setting the Stage

Completion & Performance

The Wrap-Up

Setting the Stage

Lay the Foundation for HP Representation

WHAT: Lay the foundation for maximizing HP representation in the store.

WHY: To gain the support and insights needed to effectively perform merchandising tasks.

HOW: Plan your visit, work with the Store Manager on merchandising activities and identify opportunities to increase representation.

Workday Planning

Review your itinerary for each store, planning for activities, estimated duration and travel time. Review merchandising data from past visits, pending requests and materials to be restocked. Prepare merchandising materials by reviewing store and merchandising plans.

Store Manager Interaction

Greet the Store Manager and staff, then share your visit agenda, including time in and out and the merchandising activities you'll be completing. Follow up on any open items from your previous visit with updates and issue resolution.



Merchandising Assessment

Identify national and store-specific campaigns and promotions, and perform tasks unique to the Retailer. Review instructions from the HP Merchandising team and any requests from the HP Sales Specialist. Prepare the merchandising plan, follow merchandising and customization guidelines, and communicate POS material needs.

Prepare

Follow
Guidelines

Communicate

Completion & Performance

Precise Performance and Completion of HP Representation Tasks

WHAT: Bring HP's visual appearance and inventory stocking to high quality standards.

WHY: The store must be in compliance with merchandising guidelines.

HOW: Make sure HP's in-store presence is compliant. Set up new merchandising and nominate a Merchandising Champion. They will be responsible for maintaining HP displays and communicating any POS material restocking needs between visits.

Merchandising Maintenance

- Brand presence check
- HP demo station check
- General visual display check
- POS materials display check
- POS materials availability check
- Report and enforce merchandising compliance
- Record feedback
- Escalate POS material needs

New Merchandising Setup

- Review product placement
- Install new products
- Update the overall displays
- Check final display
- Arrange existing materials per the plan
- Install new POS materials

Coaching Retail Sales Associates (RSAs)

- Present new HP campaigns and promotions
- Set up campaign and promotion merchandising
- Distribute materials
- Answer any RSA questions
- Deliver training on materials maintenance
- Provide coaching on materials usage
- Get the Store Manager to nominate an HP Merchandising Champion
- Record feedback
- Leave contact details

The Wrap-Up

Create Ongoing Opportunities for HP Representation

WHAT: Create ongoing opportunities to maximize HP representation.

WHY: To leverage your Brand representation work for future store visits.

HOW: Identify merchandising opportunities and gather data to measure your work.

Optimize Brand Visibility

Observe the store's visual merchandising for all brands to identify merchandising opportunities. Optimize HP presence by judging the best placement based on current HP merchandising spaces. Influence the Store Manager to increase HP visibility, assignment of displays and share of shelf space.

Collect Data

Reflect on the outcome of your visit in terms of achieving objectives. Document this information and review it during your next visit to the store. Collect data immediately (don't rely on memory) and submit reporting within 24 hours.

Ending Strong

Don't be in a rush to leave the store. Carefully complete all SOP requirements and conduct a final merchandising check before visiting with each RSA you encountered in the store.

You are the main information source for in-store developments. Accuracy in your reports is critical to overall success!



Merchandiser Worksheet

Please put a checkmark in each box as you complete the following tasks:



1. Complete the web-based training for the topic "Standard Operating Procedures - Merchandisers."



3. Role play with a Store Manager, as if HP Merchandising was out of compliance.



2. Walk through the store and take notes. Do you see opportunities for HP Merchandising? Is there an RSA who stands out as a potential Merchandising Champion?



4. Visit an electronics or PC store. Notice if there are any brands whose merchandising is poorly-displayed, dirty or damaged. How does this affect your perception of that brand?