Increasing the Market Basket

Ideas for Cross-Selling Merchandise

An infographic series from HRG

Do you have space available in your **Foot Care** department? Consider adding items from other categories to encourage impulse purchases and boost sales.

FOOT CARE

DIABETES MANAGEMENT

Diabetes Foot Care

Reason

Add diabetic foot products that address neuropathy and cracked skin – two of the most popular issues patients need solutions for

FIRST AID

Gloves

Reason

Consumers will use gloves with antifungal treatments. Having them readily available here will encourage an add-on sale

BABY CARE

Cotton Swabs

Reason

Can be used for application of ointments and creams

SKIN CARE

Lotions & Creams

Reason

Shoppers use for extremely dry skin which is often an issue with feet

HRG HAMACHER RESOURCE GROUP

©Hamacher Resource Group, Inc. • N29 W22769 Marjean Lane . • Waukesha, WI 53186 • 414.355.1330 • hamacher.com