



# MODULE 1 | APC DISPLAY TRANSFORMATION

## CHECKLIST

### PART 1: RE-EVALUATE YOUR DISPLAY 4 SPLAT POINTS

- Take a Before Picture
- Get Current
- Initial Inventory Count

### PART 2: WOW YOUR CUSTOMERS 12 SPLAT POINTS

#### Revamp Your Display 9 POINTS (Min.1 of the following)

- Move your display
- Repaint your display
- Create a new display

#### Display Bonuses 3 POINTS (Min. 2 of the following)

- Set up window display
- Create product pyramid at register
- Create product pyramid throughout store
- Collaborate w/ local business for off-site mini display
- Set up mini display in workshop room or for off-site use

### PART 3: SET UP & ORGANIZE 4 SPLAT POINTS

- Organize Product Categories
- Product Price List

#### Sales Tools & Marketing Materials

- Instruction Cards
- Furniture Paint Stickers
- Contest Cards
- APC Can Openers
- APC Paint Mixing Sticks
- APC How To Guide
- APC Retail Sold Here Sign(s)
- Workshop Signup Sheet
- Final Inventory Count
- Take an After Picture

#### Show Off Your Colors

- APC Color Book
- Hand Painted Color Sticks
- Hand Painted Color Chart w/ Painted Frame
- Trifold Color Charts
- Painted Project Examples



