

SEMINAR SPOTLIGHT

STORE LAYOUT FOR SUCCESS



Jody Culbertson

Consumer tendencies come into play when deciding exactly how to lay out and plan a showroom for maximum consumer experience. Once you get a person through the door you must maximize your impact on that person in order for him or her to make a purchasing decision.

Take advantage of display methods that carry on throughout different industries. Human beings display some characteristics that are easy to predict and plan for when setting up a store. What worked 5 years ago, may not work when focusing on today's buyers. Different demographics react differently. Learn from the industry leader proving displays and store designs to hundreds of consumer electronics retailers.

Jody Culbertson Worked at Visions Electronics for 18 years, where he started his career as an Installer and worked his way up to Car Audio buyer in 2001. He continued to look after car and home audio for ten years before becoming the youngest Vice-President to run the company in 2011. Jody worked with other display companies before initiating his own endeavor with ideas not yet seen in the retail sector. In addition, he has more than 15 years of experience designing stores and populating them with meaningful "encounter events".

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