



The Science of Shopping: How to Set Your Selection Room to Sell

Session Highlights

Those fortunate enough to attend the Kizer and Bender presentation, **The Science of Shopping**, came away with an enormous amount of information for setting their selection rooms and for fully understanding the psychology of shopping and how people truly shop and think.

The presentation delved into various topics:

Shopping inhibitors and potholes and how to avoid them, Impression points, The Decompression Zone, Proper lighting, Merchandizing, Free flow fixture displays, Creating a selection room “speed bump,” Cross-merchandizing, The Pyramid Principle, and much more.

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