

# Retail Display Audit

Use this quick checklist to assess and refresh your clinic's retail area. Aim to complete it with your team, and revisit quarterly to maintain momentum.



## 1 First Impressions

- ☐ The retail area is clean, tidy, and well-lit
- ☐ Products are neatly arranged, visually appealing, and not overcrowded
- ☐ The space feels welcoming and aligned with the clinic's brand and professionalism
- ☐ Dust, expired items, and outdated signage have been removed

## 2 Product Selection

- ☐ All stocked items are relevant and actively recommended by the clinical team
- ☐ Products support current preventive health messages (e.g. dental, parasite, nutrition)
- ☐ Seasonal or promotional items are displayed appropriately
- ☐ Products reflect your client demographic and patient needs & life stages
- ☐ No expired or near-expiry stock

## 3 Signage & Client Education

- ☐ Signage is clear and consistent and in alignment with practice branding
- ☐ Products are grouped by category (e.g. dental, joint support, puppy care)
- ☐ Shelf talkers or signage highlight product purpose, key benefits or vet recommendations
- ☐ Prices are clearly visible and up to date
- ☐ Displays are changed regularly to maintain interest
- ☐ Educational brochures or handouts are available (if applicable)

## 4 Team Engagement

- ☐ Team members are trained and confident in discussing recommended products
- ☐ A designated team member "owns" the retail space, conducting weekly checks, restocking, and maintaining presentation.
- ☐ Seasonal displays or educational features are rotated monthly
- ☐ The team understands how retail supports client care and clinic goals

## 5 Measuring Success

- ☐ High- and low-performing products are reviewed quarterly
- ☐ Client feedback or questions about products are tracked
- ☐ Promotions are evaluated for effectiveness
- ☐ Retail contribution to revenue is measured (e.g. average transaction value, stock turns)
- ☐ Underperforming items flagged for removal or rotation

## Reflection Questions for Leaders

What does our retail space say about our clinic's standards of care?

Are we making it easy for clients to say "yes" to our recommendations?

Is our team proud of the space—and involved in improving it?