



## Two Old Goats go into a drug store

An intriguing true tale of merchandising at its best and its worst.



Here's the story of Two Old Goats, who went into three different drug stores and, much like Goldilocks, were looking for just the right place to stay.

Let me introduce you to Two Old Goats. The product is best known as a lotion that is crafted with essential oils and natural ingredients. Though it doesn't say so on the bottle, Two Old Goats have been known to offer relief from tired and sore muscles, and the essential oils are said to make the lotion have a somewhat pleasant smell.

So, back to the story. Two Old Goats goes into the first drug store. One of the staff members is attracted to the blue bottles and decides that this may be a good product. Unfortunately, the well-meaning staff member decides to recycle the colorful and informative display and place the product in the skin care section, on the second shelf from the bottom where there appears to be room. The larger size bottle has to be turned sideways to fit on the shelf. The free sample packs are put in the breakroom next to the outdated box of chocolates. The Two Old Goats products have no reorder tag on the shelf, and there is no expiration date on the bottles. Sadly, the goats are doomed to be slowly covered with dust, never to see the light of day.

Next, Two Old Goats goes into the second drug store. One of the staff members is intrigued with the product and promptly assembles and fills the counter display. A retail price tag is stuck on the front of each of the bottles, directly on the head of one of the goats. The samples are left nearby secured in a pile with a rubber band, and the sample bottle finds its way to the employee restroom. Surprisingly, the product starts to sell! When the display holding 15 pieces sold down to three, the display is removed and recycled, and the three lonely pieces are banished to the bottom shelf, squeezed next to the not-so-pleasant-smelling external analgesics, and given no reorder shelf tag. The Two Old Goats products are never to return to the counter again.

Finally, Two Old Goats goes into the third store. One of the staff members immediately opens up the sample and applies the lotion on her arms — she likes it, she likes it! The rest of the staff are asked to test the product, and of course, they ask for more of the samples. And I quote from store No. 3: "Wanting to keep the scent around, our staff realized that they could do so while promoting the tester and getting the product into their customers' hands. These efforts helped to spur their initial sales. When we saw the product was selling, we quickly placed a reorder to make sure that they stayed in stock and that our sampling efforts would not be in vain."

I like to think that this story ends with Two Old Goats finding a permanent home in a display, cross-merchandised in the external pain relief and next to the essential oil section, and the Goats lived in the store happily ever after.