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SOCKS TRAINING NOTES

Maximising Sales of the bags.

Location, location.

The sock stand has been especially designed to display a comprehensive range on a small footprint of floor space.

Because 'everyone wears socks' they are an ideal impulse line which deserves to be at the very front of your pharmacy.

It's the most profitable use of that space! Therefore try to keep the stand up front and even outside the store.

Positive reinforcement.

When your customer is buying the selected socks it's always worthwhile to comment on what a good purchase it is. I found that the customer will invariably agree (and sometimes purchase extra socks right away).

Because the price is so good, customers might query the quality of the socks.

Don't be afraid to offer a money back guarantee - You can be confident that the quality is high and I'll back it up for you as well.

Diabetics should purchase the Comfort Socks. This range has a wider neck with very little constriction around the ankle. This range is especially suitable for diabetics and other people with larger ankles.

When customers purchase tinea creams or other foot treatments, the socks make a good companion sale because they are made from natural cotton. Cotton fibre breathes well and does not impede moisture evaporation.

Housekeeping.

The stand holds 1,000 pairs but it will need to be re-filled almost every day. I found it best to nominate one staff member to this task.

Re-order stock is simply labelled with what peg they should go on. Keep to the recommended layout because the reorder form is set out in the same way as the stand itself. If you do that, then re-ordering will take just a few minutes of your time.

Use the re-order sheet to buy more stock. Allow a few days for delivery and don't run out of socks.

To re-order stand in front of the panel A of the stand with the reorder sheet in your hand. Simply put a ring around each peg number on panel A that is low in stock. Then do the same for each of the other 3 panels and mark each peg number on the corresponding diagram on the reorder sheet.

Fax the reorder sheet to 02 9552 1666.

Daily housekeeping of the stand must involve a few minutes to straighten the display. If your customers can see all the socks properly and neatly displayed on each panel they will easily select several pairs at once to purchase.

Finally, the header board clearly shows off the great price and benefits of the socks on display. Without the header board your display will suffer and so will the sales volume. Complete the display by making sure the header board is visually free.

If you are not selling more than 500 pairs a month then let me know. You may prefer to take a photo of your display and email it to info@retailvitality.com.au. Most larger stores should sell > 1,000 pairs per month with little variation month to month especially once you are known to stock these socks.