



Tel: 02 9552 3666
02 9552 1555
Interstate: 1300 789 556
Mobile: 0419 327 445
Fax: 02 9552 1666
Mail: PO Box 341 Woollahra
NSW 1350 AUSTRALIA
Email: info@retailvitality.com.au
Website: www.retailvitality.com.au

SOX&LOX TRAINING NOTES (4 PAGE PRINTOUT)

I was a Retail Pharmacist for more than 25 years.

Utilizing that experience, I have set the socks business up as I would want it in my stores: high margin, high turnover, dependable high quality product plus a very easy re-ordering and re-stocking model.

Many of the socks have now updated with innovative designs such as ventilation panels, arch supports, new styling and colour upgrades.

HOW THE SOCKS ARE NUMBERED

Each of our floor stands has 4 panels and each panel has 4 rows.

- The Deluxe stand holds 5 pegs across (columns).
- The Small stand holds 4 pegs across.
- The Mini & Hybrid stands hold 4 pegs across.

The socks have the peg numbers on the back according to which stand you have:

When ordering from the **Deluxe stand**, the pegs are numbered across the stand with the first row being pegs 1, 2, 3, 4, 5. The 2nd row is numbered 6, 7, 8, 9, 10, etc.

When ordering from the **Small stand**, order from pegs 1, 2, 3, 4 - there's no peg 5 as this peg is not on the small stand. The next row is pegs 6, 7, 8, 9 (no peg 10), etc

When ordering from the **Mini (or Hybrid) stand**, order from pegs 1, 2, 3 - there's no peg 4 or peg 5 as these pegs are not on the mini stand. The next row is pegs 6, 7, 8 (no peg 9 or no peg 10), etc

EVERYONE WEARS SOCKS

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 or near the dispensary. Our socks sell in summer as well because there are many in the range to wear with sneakers.



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POSITIVE REINFORCEMENT

Because the price is such a pleasant surprise, 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. We sell many container loads of socks through Pharmacies and the returns are negligible.

When your customer is buying the selected socks it's always worthwhile to comment on what a good purchase it is. This is called Post Purchase Reinforcement. Customers will invariably agree with you (and sometimes purchase extra socks right away).

Diabetics should purchase the Diabetic Friendly range. These socks have a wide, relaxed neck with very little constriction around the ankles. This range is especially suitable for diabetics whose peripheral blood flow is often compromised - and customers with larger ankles .

SOX&LOX are more than 90% cotton and comply with Australian Standards. Our cotton is carded, high quality cotton. Please note: all socks require a small percentage of non-cotton fibre, such as elastin in order for socks to maintain their shape. There is no such thing as a pure cotton socks.

If a customer does not want the elastin close to their skin, then they should turn the sock inside out as the elastin is sewn into the inner layers.

When customers purchase tinea creams or other foot treatments, SOX&LOX make an excellent companion sale because they are made from natural cotton. Cotton fiber breathes well and does not impede moisture evaporation.

Our latest range of socks include some sports socks with ventilation panels for better air flow and some with arch supports -available from our manufactures due to recent technological advances.

These improvements are the result of extensive market research, sales analysis from our SAP Computer system and technological advances in manufacture. **There's no need to make any changes at store level except for barcode changes.**

Incidentally, almost the only reason socks need to be returned is if they come away from their hanging card. Should you accumulate say a dozen like that, please contact us (using the contact details on these training notes)and we will arrange a Reply Paid return for you.



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HOUSEKEEPING

SOX&LOX is a high turnover product. The stand holds up to 1,000 pairs but it will need to be re-filled every few days. It is best to nominate one staff member to this task.

Re-order stock is simply labeled 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.

Many Pharmacies now order several dozen of their more popular socks. We can easily supply you with details of your best sellers which you should order at least 2 dozen at a time.

These are literally your best sellers and they should never be 'out of stock'.

And, by ordering more of them at a time, your stock level intervals will balance, making it easier for you.

To re-order, stand in front of the panel A of the stand with the reorder sheet in your hand. Simply put 1 or 2 in each peg number box on panel A that is low in stock. Then do the same for each of the other 3 panels.

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.

Many, many pharmacies sell more than 500 pairs per month consistently throughout the year and the seasons.

And many Pharmacies ask for the SOX&LOX after a staff member joins their team from another SOX&LOX Pharmacy. They know how well SOX&LOX sells.

If you have any questions or concerns please do not hesitate to give us a call, we are more than happy to assist and to help you see your socks fly.

**Re-orders may be submitted from this website, faxed directly
or by using the latest SOX&LOX iPhone App.**