



Smart Product Diversification Ecosystem

In this document we look at the main opportunities our products present and lend to retail stores and service centers for up-selling and off-counter selling. Throughout our years of being outside sales representatives, we have seen some great strategies being implemented with our products and with other products throughout the country. We are taking this opportunity to share some of our favorite strategies we've seen with you. We have tuned the strategies and paired them solely with the products we represent. We hope you enjoy and find this valuable!

SELL. BUNDLE. GIFT.

SELL SERVICE

If a customer has your service department repair either their vacuum or sewing machine this means a few things.

1. They trust your store's expertise.
 - a. If they didn't, would they leave their machine there?
 - b. They are already spending money with your store. (Most likely \$100+)

This gives you a great opportunity to introduce new and exciting products to your customers!

VACUUM SERVICE

An easy question to ask your customers as they pick up their newly serviced vacuum is, "How do you keep your car clean?" Most people are either dragging their full-size vacuum out to the car or they are bringing their car to a car wash or a gas station. The MINI VACUUM by SONIC POWER is a very convenient product at a very palatable price point of \$59. With the mini crevice and dusting brush attachments and the blower tool, it is a great item to keep your car's interior clean. With its included carrying case, it makes it easy to keep the vacuum and attachments together. As an up-sell to a vacuum service it makes perfect sense. After selling the customer on the MINI Vacuum, the next up sell opportunity is...

1. If the car has cloth interior: the DUO-P powder and THE SCRUBBER.
2. If the car has leather interior: THE SCRUBBER and Fred's Fine Cleaning Center's Protect All.

Now here is another question for you. If your customer has a high-end vacuum, what are the chances they have allergies? What are the chances they have pets? Allergies and pets are two of the reasons why consumers spend money on a high-end vacuum. They are also two great reasons to own an IDEAL air purifier. With the margins that are available with IDEAL air purifiers it might make sense for your business to offer 10%-20% of an IDEAL air purifier with any repair service or tune and clean.

SEWING MACHINE SERVICE

When your customer picks up their newly serviced and cleaned sewing machine, a simple question to ask them is "Want to see a great tool for keeping your bobbin case clean?" The MINI VACUUM by SONIC POWER is a

very convenient product at a very palatable price point of \$59. With the mini crevice attachment, it is the perfect tool to keep their bobbin cases lint free and keep their sergers clean.

SALES

Just like selling off service or tune and cleans, Selling the MINI VACUUM by SONIC POWER to customers coming in for vacuum or sewing machine related consumables is extremely easy and profitable!

If a customer is purchasing a pack of bags, filters a belt ETC... “How do you like your vacuum? Want to see a great little vacuum? It’s \$59 and perfect for cleaning around the kitchen or for cleaning out your car.”

If a customer is purchasing thread, bobbins, needles, fabric, oil ETC... “How do you like your sewing machine? Would you like to see a great product for keeping your bobbin case clean and lint free?”

In both scenarios, what would an average ticket increase of \$59 do for your bottom line?

BUNDLE VACUUM AND SEWING RETAIL

Do you ever have price conscious customers? Even though they want the more premium product and see the value of purchasing it over the base model, they still have some objections. Maybe the objection is price. Maybe the objection is that the value isn’t 100% applicable to their needs. Let’s look at an example.

EXAMPLE

You or a sales associate is selling a high-end product. The customer is between two products: PRODCUT A and PRODUCT B. PRODUCT A has \$150 more profit and better margins than PRODUCT B. It also retails for only \$200 more. Obviously, the customer purchasing PRODUCT A is the preferred outcome. The customer though isn’t budging because the price tag of PRODUCT B is lower than PRODUCT A.

How do you bridge the gap?

VACUUM EXAMPLE

You can either

1. Discount VACUUM A.
 - a. For example, discount VACUUM A by \$100. This nets you \$50 more in profit vs the customer purchasing VACUUM B.
2. Bundle products with VACUUM A to make VACUUM A more enticing.
 - a. Instead of discounting VACUUM A by \$100, let’s build \$100 worth of value by bundling other products with it.
 - i. SONIC POWER MINI VACUUM: Retail \$59
 1. Pairs well as an auxiliary vacuum for the car!
 - ii. Fred’s Fine Cleaning Mop w/ 2 MF Pads: Retail \$42
 - iii. Fred’s Fine Cleaning SoClean 32oz Spray: Retail \$16
 1. ii. And iii. Are great products for people with laminate or hardwood floors that deserve to be shined!
 - iv. Retail value of package: \$117**
 - b. In this example, you have beat the \$100 value by \$17 but it cost you way less than \$100. This increases your net profit and introduces your customer to a new consumable that they will fall in love with and come back for more!

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2. Bundle products with SEWING MACHINE A to make SEWING MACHINE A more enticing.
 - a. Instead of discounting SEWING MACHINE A by \$100, let's build \$100 worth of value by bundling other products with it.
 - i. **SONIC POWER MINI VACUUM: Retail \$59**
 1. The MINI VACUUM has mini attachments that will help the consumer extract lint and keep their new sewing machine clean.
 - ii. **Fred's Fine Cleaning Citrus Shine: Retail \$16**
 1. Citrus Shine will keep the sewing machine, cabinet and table nice and shiny
 - iii. **Fred's Fine Cleaning Daily Cleaner 32oz Spray: Retail \$16**
 1. Daily Cleaner will keep the sewing machine, cabinet and table nice and clean
 - iv. **Fred's Fine Cleaning Ultra Plush Microfiber towel 4PK: Retail \$14**
 1. Perfect applicator for these products
 - v. **Retail value of package: \$105**
 - b. In this example, you have beat the \$100 value by \$5 but it cost you way less than \$100. This increases your net profit and introduces your customer to two new consumables that they will fall in love with and come back for more!

CLEANING SUPPLIES EXAMPLE

Do you sell cleaning supplies in your store? When a customer comes into your store looking for their favorite cleaning product whether it be a degreaser, a spot remover, a product for the bathroom or perhaps a low moisture carpet cleaning powder, they typically spend \$15 to \$25 in your store. Why just sell them the cleaning supply product, when you can easily bundle it with your new favorite cleaning applicator, THE SCRUBBER by SONIC POWER?

The customer is already in the store for the cleaning product- they are not leaving without it. Let's look at the following example.

The customer brings to the counter PRODUCT X. PRODUCT X is obviously great. If it was not, why would you sell it to begin with?

“I love this cleaning product! Out of curiosity, have you tried it with THE SCRUBBER by SONIC POWER? This is our favorite new applicator. It works great with almost all our cleaning products. My favorite part about THE SCRUBBER is that it takes all the work out of cleaning. If you'd like to try it, we have a deal where we discount a bottle of cleaning supplies by 40% with the purchase of THE SCRUBBER.”

Let's say the bottle of cleaning supplies retails for \$20.00. If the customer buys THE SCRUBBER and bundles the bottle of cleaning supplies with it, the total sales increases from \$20 to \$71.00!

In a different example, let's say the customer doesn't need the SCRUBBER and you go to ring up the customer.

“Ok your total today is \$20.00. Just so you know we have a sale where if you purchase two bottles of solution you get 15% off each. If you purchase three or more cleaning products you will get 25% off each bottle. Is there any chemicals or cleaning supplies at your house you want to replace?”

GIFT

Any high-ticket sale or repair

Nellie's offers a few different sample packs of their consumables. They offer 15 scoop samples of their Laundry Soda and Oxygen Brightener. These low-cost samples can be used to show customers' gratitude who just purchased an expensive item at your store or just had their sewing machine or vacuum repaired. This strategy can be used as a great cost-effective marketing tools to get customers hooked on other products you also retail!

LOST LEADERS

Products that are always discounted in your store

Nellie's consumables make the perfect lost leaders. The 100 loads are the perfect items to always have discounted in your store. This is especially true if you have implemented the free samples program. When you give the customer the free sample, make sure you say...

"As a way to say thank you for X we want you to have a sample of Y for free. When you fall in love with it because of XYZ make sure you come back to the store because we always have full sizes of Y on marked down for less money than even AMAZON! This is just one of the ways we help our loyal customers save money by shopping with us."

When the customer comes back for one detergent make sure they leave with a sample of the other detergent!

Even with lost leaders, you still make some money on the product itself. More importantly by having some lost leaders in your store- ones that you correctly built marketing strategies behind, you create an increase in door swings and extra opportunities to sell more products!

EXTRA BONUS

We always suggest putting simple store branding stickers with simple messages to help build repeat business.

EXAMPLE

