



Rapid Sales Growth

Success Story* #2 Results Summary:

- Sales increased from \$0 to \$27 million in less than a year
- Helped client earn distribution in five more categories
- Warehouse sold out within 30 days, accessories selling at a 50% increase over the previous year
- Results and trust built with “challenging” retail environment
- Merchandiser’s reps trusted to place orders in the stores, resulting nearly 100% of stores placing a weekly order.
- Merchandising problems decreased at same time as sales expanded rapidly
- Custom inventory replenishment system made all this possible
- Distribution up from 240 to 290 stores due to expansion

REPS was hired to help a cell phone accessory manufacturer sell its products through one of the country’s largest convenience retailers. REPS built relationships with store management in a difficult environment, created a custom inventory replenishment system within 30 days and did its normal high-quality merchandising work (see other success stories). This resulted in such rapid sales growth that the manufacturer’s warehouse was sold out in 30 days!

After the first year, accessories were selling at a 50% increase over the previous year. REPS’ merchandising people are now trusted to place orders for the retailer, while in the stores.

The client was able to earn distribution in five more categories and increased merchandising visits to as many as eight times a week. Sales increased from \$0 to \$27 in year one. Year two sales will be \$40 million+. While the merchandising work load was increasing, merchandising problems were decreasing and number of stores placing a weekly order rose to nearly 100%.

Similar results have been achieved with additional product lines in the music / cd, video / dvd, souvenirs, sunglasses and reading glasses categories.

Year 2 Results (as of August, 2007)

	Monthly Sales Increase Over Previous Year
Music CDs, Video DVDs	+40%
Cell Phone Accessories	+40%
Sunglasses	+59%

*** Please Note:** Percentages and dollars are approximations of estimated benefits for illustration purposes only. Each client situation is unique and this is not intended as a guarantee of a specific outcome. Company names, names of individuals, financial and other details may have been changed in order to protect client confidentiality. Please contact us for details and a client contact for verification prior to making a decision based on success story information. For more information, contact Tom Ingram at 972-394-5736 or tom.ingram@handleman.com