

Create a strong retail impression with a custom Sales Sheet™

Attract retailers with a one-page summary of how your brand drives their financial performance

- Show retailers the many ways your product line benefits a their growth strategies and business.
- Provide an executive summary of how your brand drives stores' sales and profit goals using retail principles – both data-driven and qualitative.

Sales Sheets™ can be used...

- As bullet points in an intro email to retailers
- As talking points at a trade show or in any retailer conversation
- As training material or talking points for Sales Reps
- To accompany line sheets
- As “leave behind” material at store visits
- As “hard facts” for your elevator pitch

Example of a Sales Sheet bullet point: “Increase the average dollar transaction size and earn higher store revenues. Our retailers see an average increase of \$10-\$20 per transaction. Trade-up your shoppers to a higher price point with this premium-designed product for the brand-savvy and on-trend consumer. Trading-up increases your topline sales which helps reach your financial goals.”



Example 1: Twistband

Brand growth – past 5 years

Page growth in March 2014

How Twistbands Drives Your Store Financial Performance

- **THIS BRAND MARKET SHARE IS POSITIVE FOR CONTINUED GROWTH:** The Twistband brand is healthy and steadily growing (since 2008).
- **TWISTBAND DEMONSTRATES:**
 - o High turnover at U.S. SKUs (Angela) at \$6.49
 - o Strong organic sales (Ursula, and Jessica)
 - o In its first 5 weeks of 400,000 customers in selling SKUs (12-pack weekly sale of \$2,038)
- **INCREASE THE AVERAGE:** Our retailers see an average similar item already, 14 and premium-designer increases your topline.
- **IMPROVE YOUR STORE:** An attractive product for themselves.
- **INCREASE YOUR AVERAGE:** with an average punch up for themselves.
- **BE AWARE FOR BEING:** as a destination for an

Example 2: Click&Carry

Retailer Sales Highlights

Click&Carry Improves Store Revenues & Profit

- **Drive incremental sales** with a new product category. No sales cannibalism.
- **Increase topline sales** typically purchased.
- **Promote cross-category** tote bags and/or impulse purchases.
- **Add a margin-building** margins to improve.
- **Create in-store** that solves shopping.

Brand growth

Brand shipments have grown steadily over the past 4 years – and will

Example 3: Sticky Bellies

STICKY BELLIES

Milestone stickers for your favorite bellies

Children's products that marry quality + design.

HOW STICKY BELLIES BENEFITS RETAILERS:

We invest in brand-building marketing & PR programs to drive traffic and convert sales and profits in your store:

- **Drive incremental sales** ... with trend-forward designs created specifically for the upscale boutique channels. Our healthy margins improve your store profitability.
- **Build basket size** ... to drive topline sales. Milestone stickers are often purchased with children's apparel and accessories, plus scrapbooking and memory-keeping items.
- **Higher turns** ... priced as “cheap” in your “cheap”/better/best assortment. Approachable retail price converts more sales, shoppers won't abandon purchases due to price.
- **Outperform competition** ... with trendy designs, thick-loss glossy photography, optimized paper, and strong brand recognition.
- **Uphold a prestige image** ... by selling a brand coveted by celebrities such as **Shirley Bassey**. Attract premium customers to your stores.
- **Capture your shopper earlier in her life cycle** ... Our consumer, new or expectant mom-on-the-go who doesn't have the time or interest to ask prices, as she seeks quality products that photograph well. She wants her child's accessories to reflect her high fashion, urban style, and trend-forward sensibilities.

Previous PR and Media Impressions that lifted retail sales

Parents Magazine (parenting advice), Newsday, Teen, and Newsweek (D. Drake, NBC “Today” in New York), WGN Chicago and online media, such as: The Knot, Daily Candy and Babes.

2014-2015 Upcoming Marketing Activity

mitigates the risk of adding a new brand into your assortment

- ♥ Investment in vendor-funded **retailer marketing** (e.g. POP displays)
- ♥ Advertising: **Media buy** in targeted print and online vehicles
- ♥ PR campaign: **Editorial placement** in key media outlets
- ♥ Consumer education programs targeting influencers via bloggers, social media, and press release. Retail locator on website.

Current distribution:

Over 1000 stores nationwide, including:

- RED BATH & BOUTIQUE
- buy baby
- THE MATERNITY
- francesca's
- Motherhood MATERNITY

Brand growth:

TRIPLE DIGITS

annual sales growth since inception

Fun Facts:

Sticky Bellies invented the milestone sticker industry as the first brand to launch products of this type in 2010

Projected sales:

15*

units/store/month

retail margin:

50%+

*Projected sales of #1 & #2 retail items

Sales Sheet Examples

Price

\$99 for a fill-your-own template and 6 samples

\$1,200 for your customized Sales Sheet™