

ACCESSORIZE YOUR SALES WITH SOF SOLE

INCREASE YOUR GROSS MARGINS

Sof Sole footbeds, socks, shoe care and shoe laces offer you the opportunity to drastically increase your add-on and accessory sales. Sof Sole FitSys™ products deliver superior performance and will improve the moisture control, fit and performance of the footwear environment. FitSys is the first sock-footbed system that works to deliver moisture management and shock absorption. Below is an example of how Sof Sole can improve your bottom line and give your customer increased performance.

PRODUCT	RETAIL PRICE	YOUR COST*	TOTAL PROFIT \$	TOTAL PROFIT %
Running Shoes	\$75	\$35	\$40	50%
Stable Trac Footbed	\$29.99	\$12.75	\$17.24	58%
Performance Lite Socks	\$7.99	\$3.40	\$4.59	58%
Replacement Laces	\$1.99	\$0.51	\$1.48	75%
Oxy-Sport Cleaner	\$5.99	\$2.55	\$3.45	58%
X-Outs Odor X-terminators	\$4.99	\$1.96	\$3.04	60%
Total Sale	\$125.95	\$56.17	\$69.78	56%

*YOUR COST IS BASED ON A 15% RSS DISCOUNT

75%

TOTAL PERCENT INCREASE OF PROFIT

For a typical customer that came into your store looking for a pair of running shoes you delivered the following additional benefits:

- Increased moisture management and shock absorption with a Sof Sole FitSys footbed and sock
- High performance laces that the customer picked out to personalize his/her shoe
- New all-purpose cleaner with oxygenated power for technical fabrics, apparel and the new shoes
- A convenient way to terminate odor in the customer's gym bag or shoes

.....while improving your total profit by **\$29.78** or **75 percent!** Adding Sof Sole products in your store will give you greater accessory sales revenue while giving your customers products they want.

ALL SOF SOLE PRODUCTS COME WITH A 30-DAY MONEY-BACK PERFORMANCE GUARANTEE

For more information please visit www.sofsole.com, e-mail help@4implus.com or call customer service at 1.800.446.7587

