



# LET'S DOUBLE YOUR GLOVE SALES

*If the below 4 Tips are followed and your store has sufficient traffic, your Fish Monkey sales should be between \$7500-\$15,000 per year or more, (based on our dealer sales history). Some high-volume independent dealers are seeing over \$25,000 in sales per year!*

## Dealer Glove Selling Tips

1. Offer your customer a good variety of styles and colors. Most anglers are buying several pair of gloves and face guards over the season, but they buy them in different colors and styles. They also switch styles based on the season and weather. Keep a good variety and selection available.
2. Keep your display well stocked, empty pegs and missing sizes are lost sales. Order monthly, if not weekly, during peak season. The average store has less than 50%-75% glove stock at any given time. (empty pegs or low stock is the biggest issue we see in our store visits. Resulting in 50% or greater sales loss)
3. Merchandize your gloves in a high traffic area, most brick & mortar glove sales are an impulse buy. Note: case study done by the largest home improvement chain found that gloves were the 2nd highest impulse selling item, only second to batteries.
4. Offer a full range of sizes, 75% of the sales are made in sizes M, L and XL, if you are not offering XS, S and XXL you are losing 25% of your sales. Youth and Women have become big glove users and Big Guys like gloves too.

**Based on Fish Monkeys great margins, small footprint and fast turns, we provide some of the best ROI in the tackle industry!**

## Suggestions for a New Customers

If you are new to Fish Monkey or new to offering performance fishing gloves in your store, a good way to get started is with our Top Sellers Kit (FM62B), [see link](#). The Top Sellers Kit is made up of our 3 best-selling glove styles, (2 colors per style with a full size run). All 3 glove styles will be a different color, this way you can see what colors your customers like best for reorder purposes. Plus, all the colors grab your customers attention. In addition to the gloves you also receive 6 different coordinating colors of our FM40 Face Guards, (3 per color, total 18 pieces). The Face Guard colors will match your glove colors. The matching colors are very popular with your customers and help to create additional sales.

We offer the Top Sellers Kits in 4 different assortments, [see link](#). All Top Sellers Kits come with a durable display board and 9 6" hooks. The Kits ship free to make it even easier to get started. The Kits are reusable, so we suggest reordering monthly if not weekly, in prime season, to keep a full assortment available for your customers. Kit MSRP is \$1629, expect 3-5 turns on the kits per year.

## Suggestions for Current Customers or High-Volume Tackle Stores

Two-Sided Display (dealers using this display are selling on average 2-3 times more than dealers without) We offer a two-sided, free standing, metal display that is Extremely effective in helping our dealers sell more gloves. The display, [see link](#), is very eye catching and provides great merchandizing room to offer a full selection of Fish Monkey gloves, face guards and hats. The display holds up to 300 pieces w/ 30 individual pegs. The display is on wheels so it is easy to move around into your high traffic areas.

**Note:** Most glove sales in your store will be Impulse Buys so its important to make the gloves visible.

**The display is Free with a \$3000 min order**, you can choose all the product that goes on it. Or we have created a very easy option, the Two-Sided Display Kit (FM500kt). This kit includes all of our top selling gloves, Face Guards and topped off with a Fish Monkey hat assortment. Kit MSRP is \$6030 w/ expected 3-5 turns per year.