

# Making the Most Out Of Being a Retailer for



How Top Copper Pearl Retailers are finding huge success in selling one of the top brands in the industry!



Very few brands in the industry have the brand recognition and consumer following that you'll find with Copper Pearl. For this reason, our top independent retailers are making upwards of \$40,000 a year on this brand!

Take a look at the following tips, currently being implemented by our top stores, to increase your sales on this top selling brand!



1. **STAY IN STOCK!** - Easy to say, right? But, yes, stay in stock on Copper Pearl! As with many young, growing companies, Copper Pearl has had inventory challenges. That didn't slow down the top retailers for Copper Pearl! They continue to order as necessary, choosing any in-stock items they can find. If this brand can make you that much money, isn't it worth putting on your weekly calendar? Check your stock and place an order weekly. Shipping is a flat rate.



2. IMMEDIATELY ORDER NEW RELEASES! - Have you ever tried to order Copper Pearl's new releases a couple of days after they are launched? Gone! Watch for emails from us, your sales reps, as well as directly from Copper Pearl, announcing new products and prints. The consumers are watching and waiting to be able to grab these. When possible, Copper Pearl launches to you, the independent retailer, prior to their direct to consumer launch. Take advantage of that! We also realize that not every store has the same amount of space. Our top stores carry "back-stock" or extra product so that when items sell, they are replenished on the sales floor and then reordered. Doing this enables you to have a particular item even when Copper Pearl runs out of stock!





3. INVEST IN AS MANY PRINTS AS POSSIBLE! - As much as it's our nature to be cautious and order 1's and 2's, try really hard to think long term. Order deep (4's or more) and order as many prints as possible! As you already know, most consumers coming into your store are going to buy more than 1 piece of Copper Pearl. Our top stores order in quantities of 6 or more per sku. If you're ordering 1's or 2's, maybe bump it up to 4 and see what happens!





4. INVEST IN AS MANY CATEGORIES AS POSSIBLE! - Our top stores consistently carry EVERY Copper Pearl category. If you're carrying the standard bibs, burps, multi use covers, swaddles, and hats, consider adding their premium hooded towels, quilts, and security blankets. Even small items like their super soft wash cloths and headbands can boost sales! Don't be afraid of price points with Copper Pearl! They are among the most reasonable in the industry and when your customer is looking for Copper Pearl, they aren't looking at the price!



5. UTILIZE YOUR STORE'S WEBSITE AND SOCIAL MEDIA! - This is so important! Especially during the difficult times we've been through with Covid. Have a strong online presence! We're happy to help you with high res images for your website and social media! Be sure to let your customers know about new, incoming items. (be sure to follow release dates on new launches and no 3rd party sales)



6. HAVE A DEMO OR DISPLAY PIECE OUT TO TOUCH AND FEEL! - Whenever possible, have a swaddle or quilt out for your customers to feel! As you know, Copper Pearl is amazingly soft and has beautiful prints.



7. UTILIZE YOUR SALES REPS AND ONLINE ORDERING PORTAL! - We're here to help and communicate with you! Watch for our email updates and contact us at any time for assistance! Copper Pearl has made it easy to order according to your schedule with their wholesale ordering portal. The portal has live inventory updates and makes it fast and easy to place your order. Of course, as your rep, we're always happy to help you with placing your order also!



We hope this has been helpful and encourages you to expand your Copper Pearl offering, which has proven to increase your Copper Pearl income!

We are former independent baby retailers and understand that stores come in all shapes and sizes, different cash flow opportunities and different clientele! We're happy to help you find the best way to grow Copper Pearl sales based on your demographics.

**Carolina Baby Company**

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