



THE MONOQOOL ICON BESTSELLER CONCEPT

DO YOU WANT
TO INCREASE
YOUR SALES BY
UP TO 40% ?

- let us introduce you to "the Icon Best Seller Concept"



DISPLAY 40 FRAMES AND SELL 60+

Invest in 40 Monoqool frames and get sales of 60+ frames a year!

With the ICON Best Seller Concept, we are confident we can turn your investment of a minimum of 40 Monoqool frames into annual sales of 60 frames or more. Based on data from our customers who follow our ICON Best Seller Concept, a permanent display of 40 frames will typically result in yearly sales of 60-80 Monoqool frames - or even more!


Focus on our top 50 Best Sellers on your shelves!

The ICON Best Sellers consist of an up-to-date selection of the most popular 50 frames in our range of products. The ICON Best Seller Concept helps you to select the ideal Monoqool range to increase your store's sales and profitability.

'We where impressed
and gave it a try.
The result was amazing!
Our total sales rose even more
than we had been promised'

Micha Reif, Riedl und Reif, Freising bei München, Germany





OUR BEST-SELLING
FRAME MM99
WILL OUTSELL
AN AVERAGE
FRAME 7-TO-1

Top sellers can outsell normal frames by 7-to-1

The best-selling frame MM99 is an evergreen product which sells again and again. You are 7 times more likely to sell this frame compared to an average performing frame.

High stock-turn is equal to fast return of your investment

Keeping a high stock turnover will reduce the dead stock items, which are normally hard to avoid and eat into store profits.

For example, with an investment of 40 frames and a stock turnover of 2.0, sales of 80 frames per year will mean that you can expect to get a pay back of your investment typically within 6 months*.

*) calculated by using the ICON Calculation tool. Based on constant stock of 40 Monoqool frames, stock turnover of 2.0, and an average frame price and margin.

'It really surprised me
how powerfull the effect
of The Icon Best Seller Concept
has been on store sales'

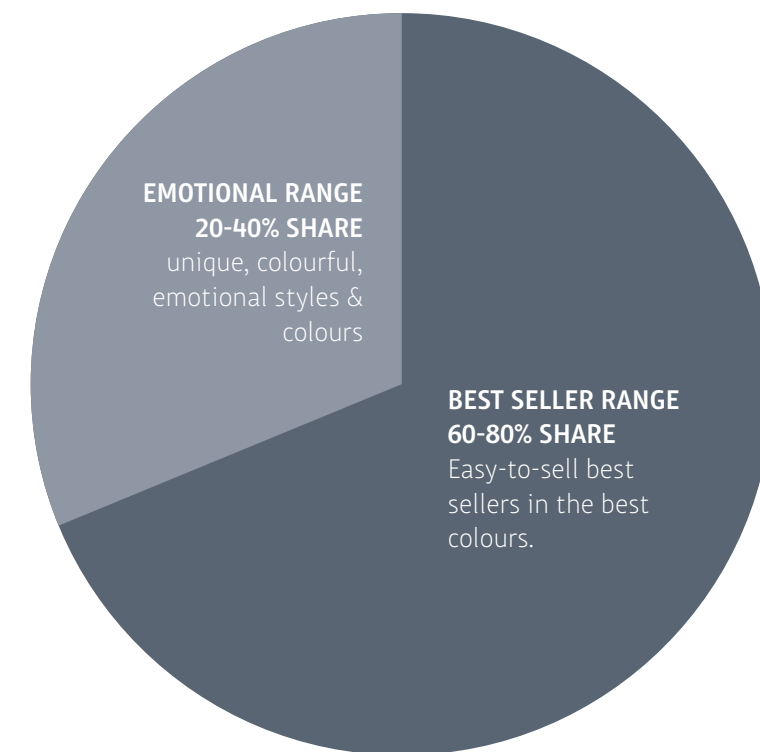
Kristinn H. Gudmunsson, Strandvejens Optik, Denmark



FILL YOUR SHELVES WITH FRAMES THAT SELL!

The perfect mix

Pick 60-80% of the frames from the ICON Best Sellers and mix it with 20-40% more unique, colourful and 'emotional' frames



EXAMPLE OF A SELECTION OF 40 FRAMES:

A. Pick 24-32 frames from the ICON best seller range = 60-80%

B. Pick 8-16 frames from the the most colourful and unique frames = 20-40 %

Check if the men's/women's ratio is right for your store

Make sure the men's/women's ratio is suitable for your store and that the mix of colours look attractive on the shelves.

The ICON frames tend to come from the black/grey/blue colour palette. Spice it up with a few Best Sellers in other colours and add colourful frames from the 'Emotional' range to ensure the shelves are eye-catching and inviting.

'After optimizing our mix
of frames according to
The Icon Best Seller Concept
we have increased our
Monoqool sales by 38%'

Tim Maushardt, Haus des Sehens, Landau, Germany



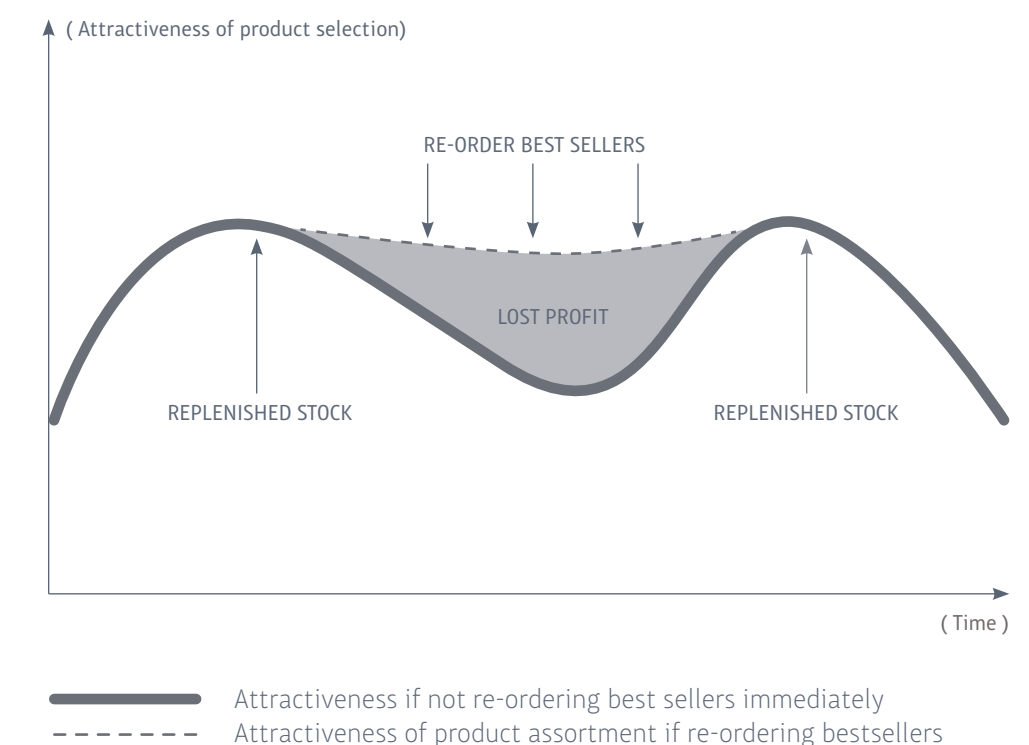
ALWAYS KEEP
YOUR BEST SELLERS
ON THE SHELVES
TO MAXIMISE
YOUR SALES

Re-order best sellers on a weekly basis

Many of our high-performing optical stores are disciplined in re-ordering Best Sellers to replenish stock every week.

By re-ordering straight away, the sales potential of the collection will remain very high! You can compare it with a football team where the coach takes out the best player as soon as he scores a goal. The coach will not last a week in that job. But many stores make that mistake week after week.

Re-order Best Sellers and maximise sales! This is our simple and effective tip - a 'must-do' for success with the ICON Concept!



A FORMULAR FOR SUCCESS WITH MONOQOOL EYEWEAR

Stores following the concept often achieve a stock turnover of 1.5 - 2.5

40 Monoqool frames on the shelves can represent annual sales 80 Monoqool frames or more. That's the experience from many of the stores working with our ICON Best Seller Concept.

Sell the same Best Sellers 5-8 times a year

To achieve high stock turnover, re-stocking the shelves with the same Best Sellers is absolutely essential. The best stores can sell the same best-selling frame - like our MM99 - up to 5-8 times per year.





THE ICON BEST SELLER CONCEPT AND HOW IT WORKS

1) Select the size of the Monoqool range to suit you

We recommend minimum 40 pcs to work with the Icon Best Seller Concept.

2) Select your ideal mix of best sellers and favourite "emotional" frames to suit your store

We recommend a mix of frames from the best seller range (60-80%) with frames you personally pick out with favourite colours and designs (40-20%).

3) Pick the frames from the Icon series

We recommend you select 60-80% of the collection from the ICON Best Seller collection. Ask your sales rep for the latest best seller list.

4) Add the "emotional" range of frames

Choose the remaining 20-40% from Monoqool's "emotional range". Select unique styles and strong, exciting colours to find the balance that's perfect for you!

5) Ready to go!

You are now ready to start to sell! Double check that the ratio of men's/ women's frames is right for your store, and that the colour selection is broad and balanced.

6) Re-order best sellers every week!

For the best results, re-order the Monoqool best sellers on a weekly basis as soon as you sell one frame. This will keep the frame selection fresh, attractive and eye-catching for everyone.



