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## How to Display Your dotFIT Products

Profitable dotFIT facilities embrace the fact that, as a one-stop-shop for its members, their health club environment provides the ideal setting for retailing professional products delivered by professionals in a professional way.

*In fact, which typical retail store wouldn't love to have their customers stop by for an hour or more, 2-3 days each week?*

Retailing and merchandising is a science of its own. To make things easy for you, we had the retail experts create a simple list of the top strategies that will help you maximize your club's retail opportunity (for a comprehensive look at retail best practices, check out *Why We Buy*, by Paco Underhill)

### Retail Best Practices

#### 1. Proudly display your professional dotFIT products in the club

- Communicates your club's confidence and commitment to your solution
- Aligns with the professional recommendation delivered by your Fit Pros
- Protects your margins (dotFIT ensures no online price undercutting)
- Avoid offering products that compete with your professional dotFIT line:
  - Helps avoid buyer confusion ("Which product is better?")
  - Prevents product cannibalization

#### 2. Product Display Cases are fully stocked, products are faced and stock is rotated based on Best By date, and club uses supplement Shelf Talkers. Displays are not locked during business hours

- Locked display cases always prevent more sales than protect against shrinkage
- Products should be easy to access, touch and buy by your members
- Consumers do not like buying the "last one" of any product out of courtesy
- Your product display should visually communicate the pride you have in your offering (top grocery stores are good models for this)

#### 3. Inventory control performed daily. Place orders weekly or bi-weekly

- Order products on the same day each week (i.e., every Monday), or on 2 specific days each month (i.e., 1st and the 15th) to develop sales rhythm and momentum
- \$500 Bonus for your GM or FM for any quarter with <9% shrinkage

- 4. Impulse sales of individual meal replacement bars are captured using acrylic countertop displays near point-of-sale locations**
  - Think of how your local convenience store capitalizes on this, and do the same at your club
  
- 5. Product flyers and posters are posted throughout the club in high-visibility areas**
  - Place in line-of-sight areas. When members walk through the club, where do their eyes naturally go? Place your marketing material here
  - Visit [dotFIT.com/MarketingConsole](http://dotFIT.com/MarketingConsole) for downloadable flyers, posters and more
  
- 6. Product Sampling performed monthly at peak times**
  - Try before you buy. Sampling is the single-most effective retailing and merchandising strategy available today
  - Download a Sampling Checklist at [dotFIT.com/Sampling](http://dotFIT.com/Sampling)
  
- 7. Regular Product Promotions incorporated from Marketing Playbook**
  - Run specials monthly and during the final week of the month to “close out” the special. Do not run the same special every month
  - Create specials that leverage the customer to spend more to benefit
    - Example: 10% off purchase of \$50 or more, or 20% off purchase of \$100 or more
  - Download the Marketing Playbook at [dotFIT.com/MarketingPlaybook](http://dotFIT.com/MarketingPlaybook)

## How to Display Your dotFIT Products: The Plan-O-Grams



Below are 3 done-for-you product display case layouts, which are currently being used by top-performing licensed facilities.

The first is an Individual Bar Display, which utilizes a small three-tier acrylic display case designed for placement on a countertop space. This is ideal for selling individual dotFIT bars.

The second is a Vertical free-standing Floor Display. This taller display case is preferred for maximizing the "ideal buying heights" by customers. It utilizes 5 full shelves to properly showcase all top-selling dotFIT Products in quantities that match their in-club sales volumes.

The third is a Horizontal free-standing Floor Display. This display case is shorter, with only 3 very wide shelves, yet can still showcase all top-selling dotFIT Products. It works best in spaces where height limitations may exist.

**Need Display Cases?**

Visit <http://www.dotfit.com/step4retail>

<b>Individual Bar Display</b>	
	<p style="text-align: center;"><u>Acrylic Countertop</u></p> <p>Row 1</p> <ul style="list-style-type: none"> <li>- Iced Lemon Vanilla: 3</li> <li>- Iced Maple Cinnamon Glaze: 3</li> <li>- Chocolate Mint: 2</li> </ul> <p>Row 2</p> <ul style="list-style-type: none"> <li>- Peanut Butter Crisp: 3</li> <li>- Chocolate Crisp: 3</li> <li>- Chocolate Peanut Butter: 4</li> </ul> <p>Row 3</p> <ul style="list-style-type: none"> <li>- Pomegranate Raspberry Energy: 2</li> <li>- Iced Mochaccino Energy: 2</li> <li>- High Protein Dlb Chocolate: 2</li> <li>- High Protein PB Cup: 2</li> </ul>
<p><u>Display Notes</u></p> <ul style="list-style-type: none"> <li>- Place bars with calorie count on top</li> <li>- Minimum 2 bars deep in each row</li> <li>- Placed on countertop within 2 feet of highest interaction points</li> <li>- Display should be cleaned and re-stocked regularly by Front Desk Staff</li> <li>- <b>Need a Display Case?</b> Visit <a href="http://www.dotfit.com/step4retail">http://www.dotfit.com/step4retail</a> for a list of suggested Acrylic Display Case Vendors</li> <li>- Place "Pure. Potent. Safe. Proven" and dotBAR flyers next to bars                             <ul style="list-style-type: none"> <li>• Download Product Flyers at                                     <ul style="list-style-type: none"> <li>○ <a href="http://www.dotfit.com/Flyers.html">http://www.dotfit.com/Flyers.html</a></li> <li>○ Place in Acrylic Flyer Holders</li> </ul> </li> </ul> </li> </ul>	

## Vertical Display

**Top Shelf - Health**

- Flyer (Acrylic Stand): SuperiorAntioxidant
- JointFlexPlus: 2
- SuperiorAntioxidant: 2
- SuperOmega-3: 2
- ActiveMV 60-ct: 2
- WomensMV: 1
- KidsMV: 1
- SuperCalcium+: 2
- Flyer: JointFlexPlus

**Shelf 2 - Weight Loss**

- Armband: 1
- Display Device: 1
- Flyer (Acrylic stand): Armband
- FatRelease: 1
- CarbRepel: 1
- ThermAccel: 1
- LeanPak90: 1
- Flyer (Acrylic stand): LeanPak90
- LeanMR Chocolate: 1
- LeanMR Vanilla: 1

**Shelf 3 - Performance**

- N07Rage Lemonade: 1
- N07Rage Mixed Berry: 1
- WorkoutExtreme: 1
- CreatineXXL: 1
- Recover&Build: 1
- Creatine Monohydrate: 1
- AminoBoost Lemonade: 1
- AminoBoost Mixed Berry: 1
- MuscleDefender: 1
- WheySmooth Choc: 1
- WheySmooth Vanilla: 1

**Shelf 4 - Bars/Shakes**

- Pre/Post Chocolate: 1
- Pre/Post Vanilla: 1
- Pre/Post Straw-Banana: 1
- dotBAR High Pro PB Cup: 1
- dotBAR High Pro Dbl Choc: 1
- dotBAR Iced Mochaccino: 1
- dotBAR Pomegranate: 1
- dotBAR Peanut Butter: 1
- dotSTICK Lemon: 2
- dotSTICK Maple: 2
- dotBAR Choc Mint: 1
- dotBAR PB Crisp: 2
- dotBAR Chocolate Crisp: 2
- Shaker bottle: 2
- FirstString Chocolate: 1
- FirstString Vanilla: 1

### Display Notes

- Products should always be faced forward uniformly
- Minimum 2 units deep in each single-item row (never "just one left")
- Ensure cases are unlocked and accessible for sales during staffed business hours
- Display should be cleaned and re-stocked regularly by appropriate staff members

**Download Product Flyers**

Damage Undone: <http://www.dotfit.com/content-35687.html>

Happy Joints. Radiant Skin: <http://www.dotfit.com/content-35638.html>

Exerspy Calorie Burn: <http://www.dotfit.com/category-cid-1872.html>

Use It and Lose It: <http://www.dotfit.com/category-cid-1848.html>

**Need More Merchandising Tips? Need Display Cases? Visit**  
<http://www.dotfit.com/step4retail>



## Horizontal Display - 6'Long



### Top Shelf - Health

- Flyer (Acrylic Stand): SuperiorAntioxidant
- JointFlexPlus: 2
- SuperiorAntioxidant: 2
- SuperOmega-3: 2
- ActiveMV 60-ct: 2
- WomensMV: 1
- KidsMV: 1
- SuperCalcium+: 2
- Flyer: JointFlexPlus
- dotBAR High Pro PB Cup: 1
- dotBAR High Pro Dbl Choc: 1
- dotBAR Iced Mochaccino: 1
- dotBAR Pomegranate: 1
- dotBAR Peanut Butter: 1
- dotSTICK Lemon: 2
- dotSTICK Maple: 2
- dotBAR Choc Mint: 1
- dotBAR PB Crisp: 2
- dotBAR Chocolate Crisp: 2

### Shelf 2 - Weight Loss

- Armband: 1
- Display Device: 1
- Flyer: Armband
- FatRelease: 1
- CarbRepel: 1
- ThermAccel: 1
- LeanPak90: 1
- Flyer: LeanPak90
- LeanMR Chocolate: 1
- LeanMR Vanilla: 1
- Pre/Post Chocolate: 1
- Pre/Post Vanilla: 1
- Pre/Post Straw-Ban: 1

### Shelf 3 - Performance

- NO7Rage Lemonade: 1
- NO7Rage Mixed Berry: 1
- WorkoutExtreme: 1
- CreatineXXL: 1
- Recover&Build: 1
- Creatine Monohydrate: 1
- AminoBoost Lemon: 1
- AminoBoost Mixed Berry: 1
- MuscleDefender: 1
- WheySmooth Choc: 1
- WheySmooth Vanilla: 1
- FirstString Choc: 1
- FirstString Vanilla: 1
- Shaker Bottles: 2

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