

# Marketing and Sale of New Product (Northern Cal National)



Location **California**  
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We have a new product, SockDocks, that requires someone creative and enthusiastic to start marketing and selling. Markets include large and small retailers, but small retailers might be the best initial targets to achieve sales and gauge demand. Starting small will allow us to refine our marketing approach and establish a track record and sales performance that will help get larger retailers and wholesalers interested in carrying the product. The product is appropriate for a wide-variety of retailers, including grocery stores, pharmacies, convenience stores, home improvement stores, college campus stores, shoe stores, shoe repair stores, laundromats, dry cleaners, big box wholesale stores, and many other venues.

We are offering a commission amounting to 10% of your sales (may vary if volumes become large). This is a commission only gig and you will be working independently and based on your own schedule (but as a practical matter you will need to be reaching-out to retailers and other customers in CA and other time zones during business hours).

If interested, please email us with your name and contact phone # (and resume with any relevant experience). Experience in marketing and sales is not required, but high energy, optimism, motivation, creativity and enthusiasm are critical to success.

We look forward to hearing from you. A more detailed description of the product is below.

SockDocks are a practical, durable and simple to use product that economically eliminate the cumbersome chore of keeping socks sorted through hamper, wash, dry and storage as well as the frustration of mismatched and misplaced socks. SockDocks are a year-round product with recurring consumer demand and ongoing sales potential. Shoppers will be attracted to the value, utility and durability of SockDocks.

SockDocks should be carried in a number of floor locations, including:

- laundry, shoe care, consumable goods -- along with sections of clothing, shoes, stain removers, etc.
- clip-on shoe locations
- sock dispensers
- shoe laces, shoe polishes and other shoe maintenance/consumable products
- point of purchase/check-out areas

SockDocks occupy minimal retail floor and shelf space, are low cost, offer attractive mark up and margins, and can be carried in a multiple floor locations (we believe the laundry consumable areas are the most critical with the greatest sales potential).

Although SockDocks look simple and low-tech, they are composed of a custom, proprietary polymer blend that allow SockDocks to: 1) withstand high heat of washers

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and dryers, 2) withstand detergents, bleaches and other laundry chemicals, 3) flex and self-adjust to accommodate many different sizes and types of socks while holding them securely together through the rough and tumble of the washer and dryer, and 4) resist tearing or otherwise degrading with repeated use.

The attractiveness and utility of SockDocks go beyond their effectiveness, value and durability -- they answer a genuine household need very economically and simply. Once you start using SockDocks to store and launder socks, their use becomes habit-forming.

SockDocks are produced in the U.S.A and are ready for retail.