



# ARE YOU ADDING INCREMENTAL SALES WITH EVERY PURCHASE?

## HOSPITAL BED

### PLUSH BED PAD

Retail price	\$50
x Yearly Repeat Purchases per Customer	2
<b>= Yearly Sales per Customer</b>	<b>\$100</b>

### BED PILLOWS

Retail price	\$65
x Yearly Repeat Purchases per Customer	2
<b>= Yearly Sales per Customer</b>	<b>\$130</b>

### BED SHEETS

Retail price	\$56
x Yearly Repeat Purchases per Customer	4
<b>= Yearly Sales per Customer</b>	<b>\$224</b>

#### YEARLY SALES PER CUSTOMER

Bed pillows	\$130
Bed sheets	\$224
Plush bed pad	\$100
<b>TOTAL YEARLY SALES PER CUSTOMER</b>	<b>\$454</b>

Total Yearly Sales per Customer	\$454
x Average Markup	50%
<b>= Yearly Profit per Customer</b>	<b>\$227</b>

Yearly Profit	\$227
x Total Customers	750

**= Additional Yearly Revenue \$170,250**

\*All calculations are estimates. Outcomes may vary depending on vendors, cost, margins, and sales.



**Below are other add-on products available in the hospital bed category and the VGM contracted vendors that supply them.**

Vendor	Pillows	Sheets	Mattress Pads	Mattress Protectors	Over-bed Table	Bed Rails	Sound Machines	Sleep Mask	Reacher/Dressing Stick	Skincare	Pain Creams	Transport Chair
Contour contourproducts.com	X		X									
Core Products coreproducts.com	X											
Compass Health Brands compasshealthbrands.com	X					X			X	X	X	X
Spectra Medical spectrameddist.com	X		X	X								
GF Health Products grahamfield.com	X		X	X	X	X		X	X			X
Medline medline.com	X	X	X	X	X	X			X	X	X	X
McKesson mckesson.com	X	X	X	X	X	X	X	X	X	X	X	X
Topricin topricin.com											X	
Sound Oasis soundoasis.com							X					
Jane Inc. janeincproducts.com								X				
Sunrise Medical sunrisemedical.com			X									X
Performance Health performancehealth.com	X	X			X	X			X	X		X
First Choice Medical fcms.com	X	X	X	X	X	X			X	X		X
Lake Court Medical lakecourt.com	X	X	X	X	X	X			X			X
Independence Medical indemed.com	X	X	X	X	X	X			X	X	X	X
Muscle Mx musclmxc.com											X	

**Are you looking to add incremental products to your product mix? Contact VGM Retail today for a customized incremental product analysis.**

855-285-3300 | [www.vgmretailservices.com](http://www.vgmretailservices.com) | [retailservices@vgm.com](mailto:retailservices@vgm.com)

[blog.vgmretailservices.com](http://blog.vgmretailservices.com) | @VGMRetail