



ARE YOU ADDING INCREMENTAL SALES WITH EVERY PURCHASE?

PAIN MANAGEMENT

ALTERNATIVE HEALING

Retail price	\$30
x Yearly Repeat Purchases per Customer	6
= Yearly Sales per Customer	\$180

TENS & SUPPLIES

SHOES

Retail price	\$90
x Yearly Repeat Purchases per Customer	3
= Yearly Sales per Customer	\$270

Retail price	\$35
x Yearly Repeat Purchases per Customer	4
= Yearly Sales per Customer	\$140

YEARLY SALES PER CUSTOMER

Alternative Healing	\$180
Shoes	\$270
TENS & Supplies	\$140
TOTAL YEARLY SALES PER CUSTOMER	\$590

Total Yearly Sales per Customer	\$590
x Average Markup	50%
= Yearly Profit per Customer	\$295

Yearly Profit	\$295
x Total Customers	1,000

= Additional Yearly Revenue \$295,000

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



Below are other add-on products available in the pain management category and the VGM contracted vendors that supply them.

Vendor	Kinesiology Tape	Therapeutic Braces	OTC Bracing	Shoes	Orthotics	Compression Sleeves	Alternative Healing	TENS Unit & Supplies	Massagers	Hot & Cold	Comfort & Supports	Compression Stockings
Frozen Peaz • frozenpeaz.com										X		
Core Products • coreproducts.com								X	X	X		
BioMedical Life Systems • bmls.com								X				
Compass Health • compasshealthbrands.com	X		X					X	X	X		
Veridian Healthcare • veridianhealthcare.com								X				
Topricin • topicalbiomedics.com							X					
OrthoSleeve • ingsource.com						X						
Incrediwear • incrediwear.com		X				X						
Vionic • vionicsshoes.com				X	X							
KT Tape • kttape.com	X											
Performance Health • performancehealth.com	X						X			X		
Don Joy HME • djoglobal.com			X				X			X		
Muscle MX Topicals • musclemx.com							X					
Human Touch • humantouch.com									X			
Paraffin International • parasilk.com												
Contour Products • contourproducts.com											X	
Lake Court Medical • lakecourt.com											X	
Mckesson • mckesson.com	X	X						X	X	X	X	X
Medline • medlineplace.com	X				X			X	X	X	X	X
Bio Skin • pro.bioskin.com			X									
Dr. Comfort • drcomfort.com				X								
Medi • drewshoe.com			X			X						X
Implus/Spenco • implus.com					X				X			
Therafirm • therafirm.com												X

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