



Tips for ordering – • Purchasing advice for your business

1. What to buy – colors, styles of weights

As with any inventory purchase, the goal of buying from Sea Pearls is to make money for your business. Buy the exact merchandise your customers want shortly before they want it. Of course, that's easy to say, but not so easy to accomplish. Here are some tips on how to best stock your store with Sea Pearls weights and accessories.

First, consider the style of weights that best suit your customers. Vinyl coated weights are colorful and look great, matching each to your clientele. Avoid the temptation to stock everything, concentrating instead on the styles best suited to your particular customers.

Limit the number of sizes by considering the amount of weight a diver needs. Do your people dive in drysuits, or sun tanning lotion? Stock the smaller sizes, 2 lb. through 5 lb. for most applications, and the larger sizes if you have customers in full wetsuits or in drysuits. Start small and order more as your customer demand becomes clear.

Limit the number of colors. Two colors, black and royal blue, make up well over half our sales. Bring in more colors only to match other dive gear such as wetsuits and BCs. When in doubt, buy black.

Weights you need most. Worse, you'll be stuck with odd sizes and colors. Go deeper into a few sizes and colors, at least

2. How often to buy – taking advantage of price breaks

Always buy at least 200 pounds to take advantage of free shipping. If you must special order a small amount, really try to increase the order with inventory you'll normally use. Paying freight on a small order typically wipes out half your margin on the sale.

When you can, increase your order to 500 lb. or more. That reduces your cost for all the weights on the order. To estimate the size of your order, just remember that coated weights and Soft Weights are about 40 lb. per box, and uncoated weights are about 50 lb. Sea Pearls price breaks are at 500 lb., 1,000, and 2,000 lb. of diving weights. Count all your diving weights, ankle weights, bulk lead shot, and specialty weights. Specialty weights with a snap count as 2 lb. each. All different types of weights are combined to determine price breaks. Your 500 lb. can be part coated weights, part uncoated weights, part Soft Weights, etc. Buy only what you need, but keep the price breaks in mind.

3. Order full cases.

When possible, buy full boxes of each size and color. We stock weights in prepackaged cases in our warehouse. We can split cases any way you require, but we do charge \$0.05 per lb. for the extra work. The order form shows case quantities for all Sea Pearls weights. Accessory items are not packaged in standard case quantities, so there are no split case charges for accessories.

4. What about belts?

Do your customers use weight-integrated BCs? If so, then purchase any belts with caution. On the other hand, every store sells at least a few weight belts.

Cordura soft weight belts are our best selling belt. As with coated weights, don't try to stock all sizes in all colors. The Soft Weights page at <http://www.seapearls.com/> shows all the sizes and colors, and has a discussion of the Textilene and

The new XS-Baggage belts hold coated or uncoated solid weights with innovative collapsible pockets that adjust quickly on the belt. It's the most comfortable system we've seen for wearing solid dive weights. Use single pouches to attach your store.

5. How about hose sleeves, service sleeves, and valve caps?

Almost every Sea Pearls customer buys hose sleeves and valve caps. They're great add-ons at great margins. Most stores stock several colors to match inventory, and you can afford to stock more colors of these inexpensive items.

About half our customers buy regulator service sleeves, and most of those request custom printing. The object of a service sleeve is to remind your customer to return a regulator for annual servicing, preferably to your store. Use a 1/8-inch paper punch to mark the date of last service.

6. Should you order printing?

Printing on hose sleeves and valve caps is an advertising decision, and you must weigh the increased exposure against the cost. Printing plates are \$25 each, and you may need two, one for valve caps, and the other for hose sleeves and service sleeves. Plates are reusable on future orders at no extra cost. Printing is \$0.12 for each piece printed, with a price break 500 pieces. See the price list and the printing tips pages at <http://www.seapearls.com/> for details. Most stores eventually order printing, and the sales trend is toward more printing on all the vinyl accessories.

7. COD or Net 30 terms?

We ship lots of merchandise on COD terms, and it costs you nothing extra – we pay the COD charges. To keep a handle on your order ships from Sea Pearls – if we have a current e-mail address.

procedure because an employee can receive your order without having a check in hand. If you'd like Net 30, download Processing your application normally takes 30 days, and depends on timely responses from your trade references.

8. Avoid shipping problems

U · Tell us exactly which days and hours you're available to accept this shipment.

U · Have personnel available who can handle 40-50 lb. boxes.

U · Never sign the driver's Bill of Lading until you count your freight.

U · Always note damage or shortages on the bill in the presence of the driver.

U · Review the Freight Receiving Tips at <http://www.seapearls.com/>