

How To Sell Mountain Khakis

10.4 oz. cotton duck canvas: Custom MK fabric is soft and comfortable straight off the shelf. Our combination of durability and style is unmatched. OMP, AUP, AUS, APW

8.5 oz. brushed cotton twill: Our version of your classic, traditional khaki pant. Custom 2x2 fabric weave gives the pants a soft hand, but ensures that the pants are durable enough for everyday activities. TTW, TTS, TPW, TCC

6.3 ounce twill with 2% lycra: Our lightest fabric to date, perfect for warm days and hot climates. Another versatile fabric from MK, tough enough for active use yet casual enough for the office. LLT, LLS, WLLS

6.3 oz. quick dry, brushed nylon: Your favorite Mountain Khakis features in a quick dry and wicking, UPF 50+ fabric. An excellent choice for flyfishing, rafting, hiking & traveling. GC, GCS, GCC, WGCS, WGCP

10 ounce 11 Wale Corduroy: 97% cotton with a 3% lycra stretch. By far the softest, most comfortable fabric you'll find around, these Cords allow you to be casual and very comfortable at the same time. MCO, CCW, MCS

Accessories: Mountain Khakis offers superior accessories for every season. Upsell to your customers by adding an MK hat, tee, or belt to their purchase.

Signature MK Features:

- Grosgrain waistband keeps the waist from stretching or puckering, keeping the size true to fit.
- Reinforced heel cuff
- Triple stitching throughout
- 2nd hidden pocket on right side. A true deep pocket.
- Action gusset for superior comfort and range of motion w/out blowing the seams
- Bar-tacked pockets
- Classic flat front style

#1 Selling point of MK- unparalleled durability, comfort & style. Encourage customers to try the pants on- the practically sell themselves. They'll practically sell themselves after that.

How to Succeed with Mountain Khakis

There are three key steps to developing a successful Mountain Khakis Program:

- Offer a proven assortment of models/colors/sizes/inseams
- Carry concise & appropriate depth in SKUs.
- Replenish inventory through Point of Sale System management or count and fill... weekly or bi-weekly.

Supporting the MK Program:

- Providing powerful visual imagery
- Seeding floor staff knowing it, wearing it, loving it, selling it
- Ensure staff understands the distinctive features and size offerings that set Mountain Khakis apart from its competitors.
- Merchandising – having the merchandise displayed correctly makes shopping easy for the customer while also using a minimal footprint. Mountain Khakis displays are versatile, efficient and effective. Keep the sizes and styles clearly displayed to ensure customers can easily find their size.

We are fully stocked and staffed to support our dealers in every way possible.. If there is something you need, ideas about what is/isn't working, or a suggestion about our line, please don't hesitate to contact us at **866.686.5425** and ask for your dealer services representative or email sales@mountainkhakis.com.