



The Power of Used Firearms: Closing the Sales Cycle Loop

Presented by:
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USED FIREARMS

Key Points

What story do you want to tell?

Store Culture:

Setting the table for success

Staff Culture:

Getting you and your staff comfortable with Used Firearms

Selling Strategy:

What are the channels that not only sell but produce even more Used Firearms?

Sourcing:

Where can you actively pursue more inventory

Store Culture

Finding Firearms Their Forever Home





**PENALTY ON THE
PLAY IF YOU
DON'T HAVE A
PLAN!!!!**

**What is your
goal?**

at
ing for
de-ins

**Head
Hunting:**
Looking for
specific Used
Guns

**High
Volume:**
Seeking out
significant
numbers of
Used Guns

Dominant:
Used Guns
outpace New
Guns in
volume

Staff Culture



Staff Culture

Let me tell you a story...

**Staff
Culture**

Who Can Buy?

**PERMISSION
REQUIRED**

Staff Culture

Who Can Buy?

Junior Staff: \$500

Team Lead: \$1000

Manager: \$2000 and Collectibles

General Manager: No \$ Limit and Small Collections

Owner: Unlimited: Large Collections

**PERMISSION
REQUIRED**



Staff Culture

Making the Handoff...

Staff Culture



- 1) **Have an onboarding process**
- 2) **Document and certify**
- 3) **Coach through success and mistakes**
- 4) **Keep the team confident**
- 5) **Promote at success milestones**
- 6) **Encourage specialization**
- 7) **Spread insights and knowledge**
- 8) **Discover new opportunities together**

**Staff
Culture**

Who Can Buy?



Remember!
It's the **SOLD** price
not **ASKING** price

Online Auctions

Reference Books

POS Sales Data



“There is only one winning strategy. It is to carefully define the target market and direct a superior offering to that target market.”

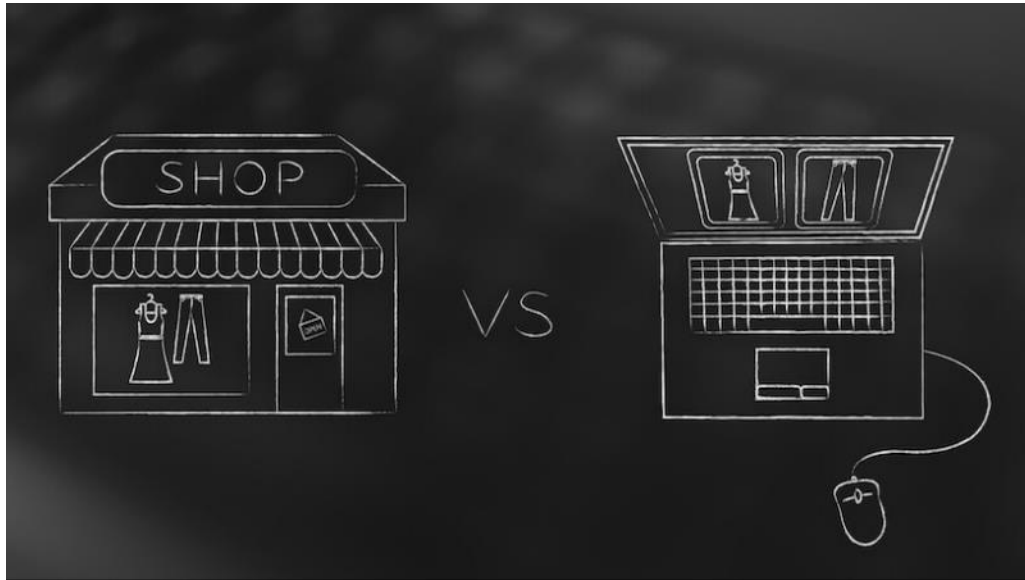
—Philip Kotler (Often called the “The Father of Modern Marketing”)

Selling Strategy



When: Seasonality? Price Peaks?

Selling Strategy



When: Seasonality? Price Peaks?

Where: In-Store? Online? Gun Show?

Selling Strategy



When: Seasonality? Price Peaks?

Where: In-Store? Online? Gun Show?

What: Bundle? Sell accessories separate?

Selling Strategy



When: Seasonality? Price Peaks?

Where: In-Store? Online? Gun Show?

What: Bundle? Sell accessories separate?

Who: General Public? Collector?

Selling Strategy



When: Seasonality? Price Peaks?

Where: In-Store? Online? Gun Show?

What: Bundle? Sell accessories separate?

Who: General Public? Collector?

How: In-Store first? Online First?

Selling Strategy

TOP PRIORITY

When: Seasonality? Price Peaks?

Where: In-Store? Online? Gun Show?

What: Bundle? Sell accessories separate?

Who: General Public? Collector?

How: In-Store first? Online First?

Why: Sell it at a premium? Fast?

Sourcing

Venues of note

Other
Gun/Pawn
Shops



Estate
Liquidations



Gun Shows
Dealer Setup
Day



Appraisals



Law
Enforcement



Sourcing

Increase In-Store Flow

Advertise

Offer
Incentives

Be Diverse...

...But
Specialize...

...And Buy
Everything





Every firearm has a price point
Every price point has a buyer
It is our job to put them together

—Hank Yacek



**Thank
You!**

Questions?