

SHOT UNIVERSITY™

NSSF®online

INVENTORY
MANAGEMENT:

IF ITS NOT MAKING MONEY
ITS COSTING MONEY



NSSF
The Firearm Industry
Trade Association

Additional Educational Resources

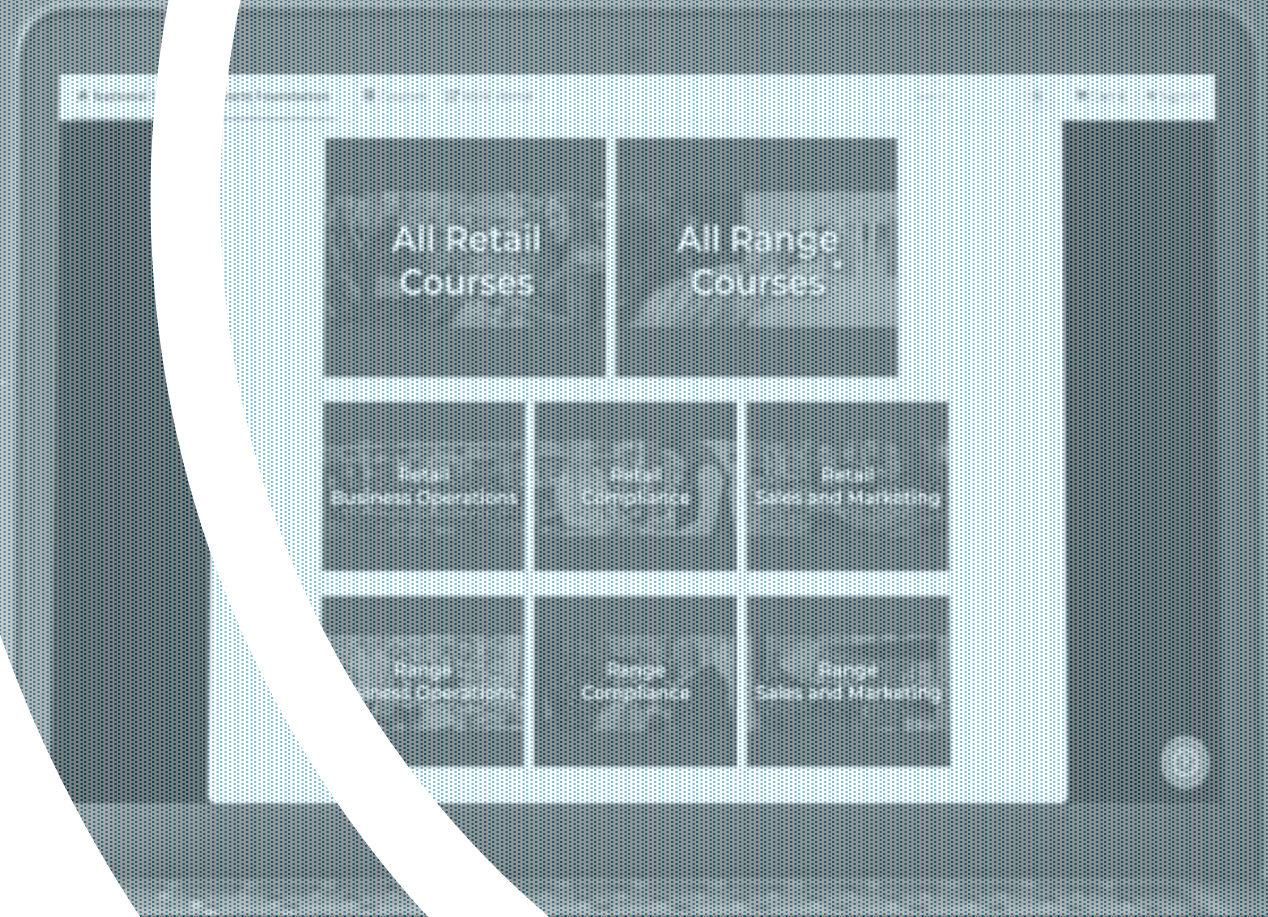
NSSF[™]
The Firearm Industry
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UNIVERSITY[™]
NSSF online

Industry Compliance Courses & More!

- Firearm E-Commerce Blueprint
- Unlocking Success in the NFA Space
- Winning at ATF Inspections
- Completing the Form 4473
- Multiple Sales Report

[NSSF.org/Education](https://www.nssf.org/education)



Paul Bastean

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The Firearm Industry
Trade Association

BUSINESS OPS WEBINAR

INVENTORY MANAGEMENT: IF IT'S NOT MAKING MONEY, IT'S COSTING MONEY

Session Host:



Paul Bastean
Range Owner and Firearm
Industry Consultant

 **June 22 @ 3 p.m. EST**

 **NSSF.org/Webinars**



OBJECTIVES



- Identifying aging inventory — how to spot and manage slow-moving stock
- Sales promotions and markdown strategies — practical ways to reduce stagnant inventory
- Improving inventory turns — boosting cash flow and operational efficiency
- Recognizing costly “great deals” — avoiding purchases that become long-term problems
- Leveraging POS and inventory tools — using data to make smarter buying decisions
- Essential retailer metrics — what every firearm retailer should track

We ALREADY Know WHY

Carry Cost - 2% Per Month

Opportunity Cost

Cash Allocated

Shelf Space Allocated

Declining Value

Fighting Discounters Online

Finding Dead Inventory Isn't The Issue,
Getting rid of it is!



Identifying Dead Inventory

POS Aging Reports

DUSTY / Worn Packaging

A&D Book Dates

Excessive Back Stock

Again, Finding Dead Inventory Isn't The Issue, Getting rid of it is!



Identifying Dead Inventory

Once You Locate the:

Shelf Warmers

Stale Garbage

Overstocked Items

“Turds that won’t flush”

PULL IT, **SEGREGATE IT** AND

MAKE IT GO AWAY.



SEGREGATE IT

*If you leave it where it is,
It will stay where it is!*

Draw attention to it.

Special Placement

Special Signage

Special Pricing (Kinda)



Special Placement

*Mix of PHENOMINAL deals along
with inventory that needs moved*

Pop Up Table

Take Off Parts

Used Holsters, Mags, Extras

Last Stop Before the Trash Can



Special Placement

HIGH TRAFFIC LOCATION

Don't Hide The Clearance Table

Constant Restocking

Rotate Inventory – “Here Yesterday”

Price Gun Stickers



In House Gun Show

Classroom, Retail, Parking Lot Tent

Mark it Down, Move It Out

Create Special Price Tags

List MSRP & Sale Price

TODAY / THIS WEEKEND ONLY

WEEKEND SALE	WEEKEND SALE
_____	_____
\$ _____	\$ _____
WEEKEND SALE	WEEKEND SALE
_____	_____
\$ _____	\$ _____



ULTIMATE DEFENSE
FIRING RANGE & TRAINING CENTER

MASSIVE USED GUN SALE

BLACK FRIDAY WEEKEND

FIREARMS ESTATE SALE

OVER 300 GUNS

FIREARMS

100'S NEW IN BOX CONDITION

- PISTOLS
- REVOLVERS
- SHOTGUNS
- RIFLES

RELOADING

- USED SHOTGUN PRESSES
- RELOADING EQUIPMENT
- COMPONETS
- BULLETS, PRIMERS, POWDER

AMMUNITION

- RIFLE - 5.56, 7.62, MORE
- PISTOL - 9MM, 40 S&W, 22 LR
- REVOLVER - 357, 38 SPL
- SHOTGUN - 12, 20 & 28 GAUGE

WWW.UDRANGE.COM FOR A PARTIAL LIST OF ITEMS

WEEKEND HOURS:
FRIDAY 10:00 AM - 8:00 PM
SATURDAY 9:00 AM - 6:00 PM
SUNDAY 11:00 AM - 5:00 PM

ULTIMATE DEFENSE FIRING RANGE
590 TURNER BLVD
ST. PETERS MO 63376
636.278.2825 - WWW.UDRANGE.COM

In House Gun Show

BUNDLES

Categorize Dead Stock and BUNDLE

AR15's – Overstocked Mags

9mm Handguns – Wonky 9mm Ammo

22 Rifles – Dusty, Crusty Hearing Pro



In House Gun Show

Spin the wheel, take the deal!

\$1, \$5, \$10, \$20 and (1) \$50

Print Ultimate Defense “Bucks”

Good TODAY only

Spin the wheel for FREE

Inventory Give-a-ways On The Wheel



Overstocked on 1 SKU

GUN OF THE MONTH

Chat GPT Target 8.5x11"

\$10 Per Target

Better They Shoot, More Tickets They Get

Sig 1911X (\$1,222 Wholesale)

219 Tickets Sold (\$2,190)

\$968 in Profit – Apply that to Wholesale

Cost now reduced to \$980 per Unit from \$1,222.00

JUNE GUN OF THE MONTH
WIN THE GUN ★ HAPPY FATHER'S DAY!

ZONE 1: Burger
ZONE 2: Meatloaf
ZONE 3: Ribs
ZONE 4: Chicken Drumstick
ZONE 5: Potato

★ RULES & SCORING ★

- ★ Handgun only
- ★ 10 rounds total
- ★ 5 yards
- ★ \$10 per target
- ★ Hit each ZONE 2X for 1 additional ticket (max 5 tickets per target)
- ★ Drawing held at end of month
- ★ Need not be present to win
- ★ Must pass background check

SHOOTER: _____ TICKETS: _____

ULTIMATE DEFENSE
FIRING RANGE & TRAINING CENTER

ULTIMATE DEFENSE FIRING RANGE & TRAINING CENTER ★ ST. PETERS, MO ★ WWW.UDRANGE.COM

SAFETY FIRST. KNOW & FOLLOW ALL RANGE RULES.
FIREARMS MUST BE POINTED IN A SAFE DIRECTION AT ALL TIMES.

Truly DEAD Inventory

Annual or Online Auction

Online Auction – 1 Cent Start

Annual Parking Lot Auction

Rental Wall Guns

Consignments

Dead Inventory



Great Deal TRAP

Turkish Shotguns for \$89.00!

Sell them for \$350!

If They Can't Sell It, Neither Can YOU!!

Don't Buy Anyone Else's Dead Inventory

GONE in 3 Months, Not 3 Years

Have a Plan – BEFORE the Buy!



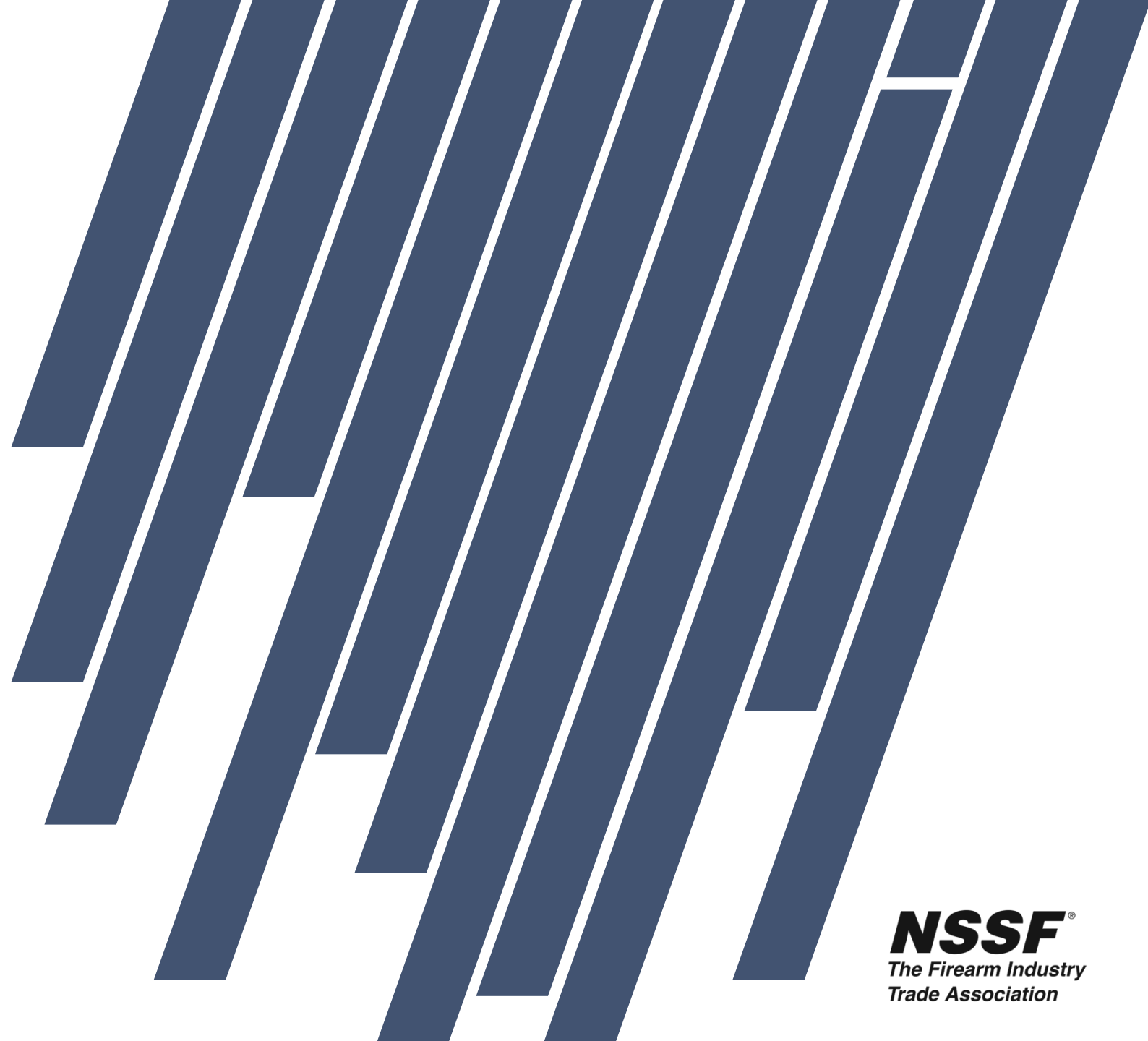
TURN AND BURN

*Stay on Slow Turn Inventory
BEFORE it builds up.*

***If your inventory isn't making
money, it's costing money!***

Paul R Bastean – pbastean@udrange.com





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