

Turning Slow Season Into Go Season! Preparing Your Business and Team for the Ever-Changing Market

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The NSSF® Range-Retailer Business Expo™

JULY 10-12, 2023

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If you have any questions, contact Zach Snow,
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How Do We Make Slow Season Go Season!?

- Sales Strategy
- Inventory Strategy
- Working On The Business
- Facility Improvement
- Leadership Improvement



Focusing In On Sales

Slow Season is an ideal time to upgrade your sales team through...

1. Product Knowledge training
2. Inventory Awareness
3. Dress Rehearsing Sales Pitches
 1. Upselling
 2. Cross Selling
 3. Customer Management
 4. “The Walk”

Product Knowledge Training

A KEY Learning

- Focus on products that make an impact.
- Learn 3-5 key features that solve common customer problems.
- Make sure everyone understands WHY we chose to sell this product.





Focusing In On Inventory

Inventory Management Tactics...

1. Free up much needed cash
 1. Letting inventory sell down to appropriate levels
 2. Planning for future inventory needs based on historical sales
 1. Total volume needed
 2. Seasonal goods
 3. What to retire
 4. New trends

What is an appropriate inventory level?

- Examine historical sales for same period in as many prior years as you have data for.
- Use this to predict the future sales based on current market trends.
- Typically, you will need 3-4x worth of RELEVANT inventory to support those sales in dollars.





Working On The Business

Taking time to step away from the day to day...

1. Obstacles? When we see obstacles early, they tend to be...
 1. Easier to avoid
 2. Less expensive to avoid
 3. Has less impact on the day to day
2. Opportunities?
 1. Quicker to take advantage of
 2. Often more lucrative
 3. Lead to other opportunities

Obstacles and Opportunities

- Learn your market conditions both now and near term.
- What are the trends I need to run away from?
- What are potential future trends I need to explore more?





Facility Improvement

Areas To Improve...

1. Category resets
2. Cycle Counts / Hands-on-inventory reconciliation
3. Fixtures
4. Layout reset
5. Take a week off!
 1. Redecoration
 2. Painting
 3. New fixtures
 4. Carpet cleaning

Facility Improvement

- Close or reduced hours for the week?
 - Do an inventory!
 - Do a deep clean!
 - Let your team take a vacation!





CONTINUOUS IMPROVEMENT

Leadership Improvement

1. Self Improvement Training
2. Team building events
3. Interview/Hiring review
4. Establish task delegation

Leadership training

- A time for personal growth!
- Look to gain outside perspective
- Visit other stores
- Visit businesses outside the industry
- Attend conventions!



QUESTIONS

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