

THIS IS

YOUR SHOT

SHOT Show Prep For Profit:

How To Maximize Your ROI

Hosted By:

Hank Yacek CEO Point of Impact Group LLC

AN EVENT OF

NSSF
The Firearm Industry
Trade Association



Additional NSSF Compliance Resources



Industry Compliance courses:

- “Zero Tolerance” Policy
- Winning at ATF Inspections
- Completing the Form 4473
- Multiple Sales Report
- and more

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



The Keys For Success Checklist:

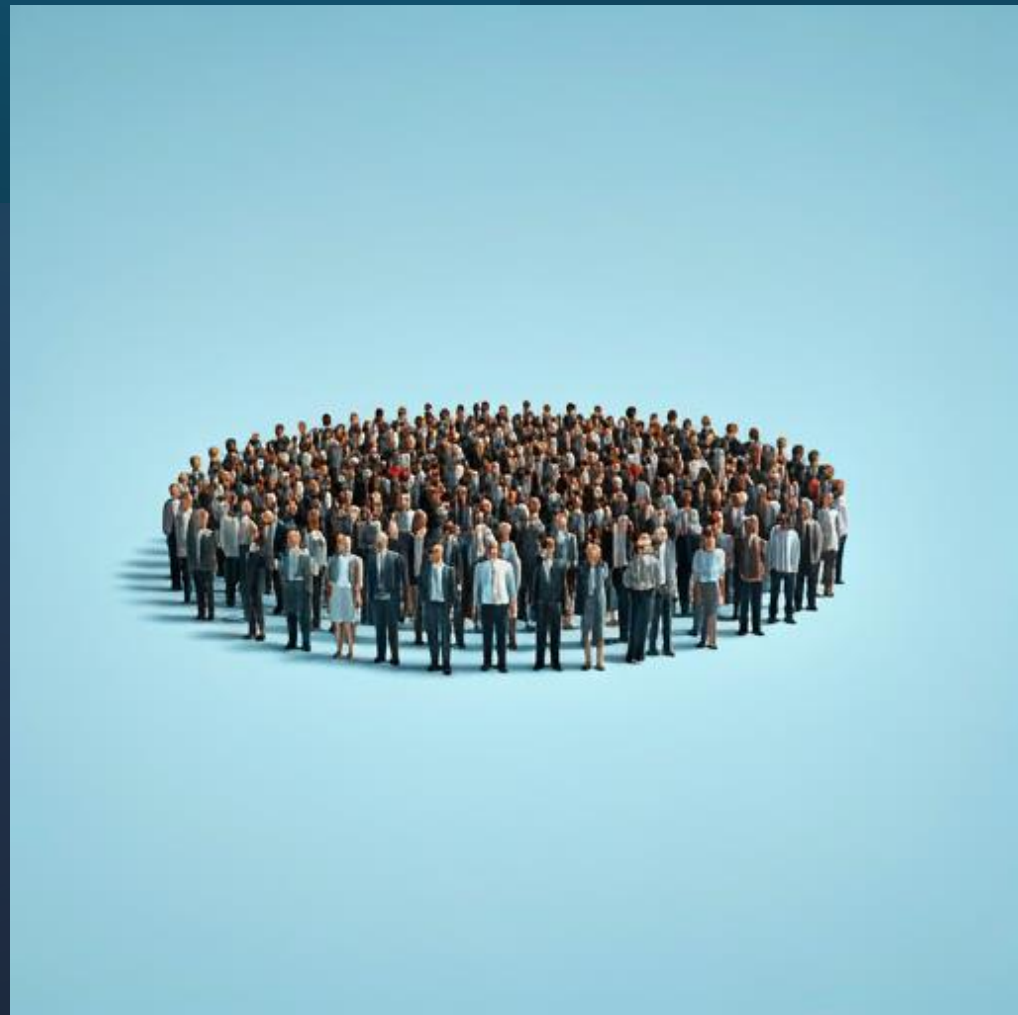
- ☐ **Team: How Many To Bring?**
- ☐ **Tasks: What Are Our Goals?**
- ☐ **Plan: How Will We Tackle SHOT?**
- ☐ **Execution: Making It All Happen.**
- ☐ **Evaluation: Insights From The Day.**
- ☐ **AAR: Following Up And Execution.**



How Many To Bring?

Things to consider

- **SHOT Show is now over 800,000 square feet of show space!**
- **To see the bulk of the show you will need to divide and conquer.**
- **What **SHOT University** sessions do you plan to attend?**
- **Who is empowered to make business decisions?**
- **How much distance can each person realistically walking each day?**



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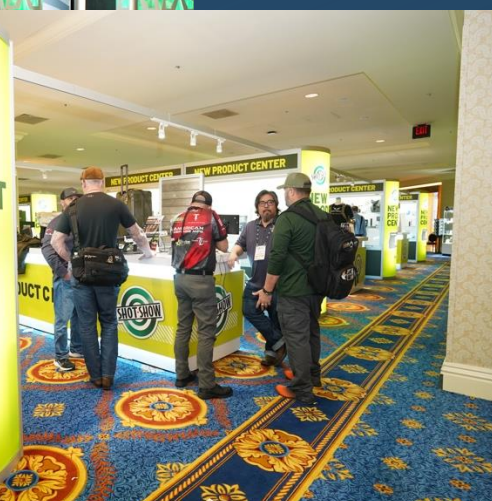
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What Are Our Goals?

Things to consider

- Planning to place orders?
 - How Much?
 - Who?
 - What data will I need?
- Events and Promotions?
 - What partners?
 - Key Decision Makers?
 - How will I sell my shop?
- New products?
 - What categories?
 - Where is the buzz?
- Networking?
 - During the day?
 - Evening events?
- Education?
 - Which sessions?



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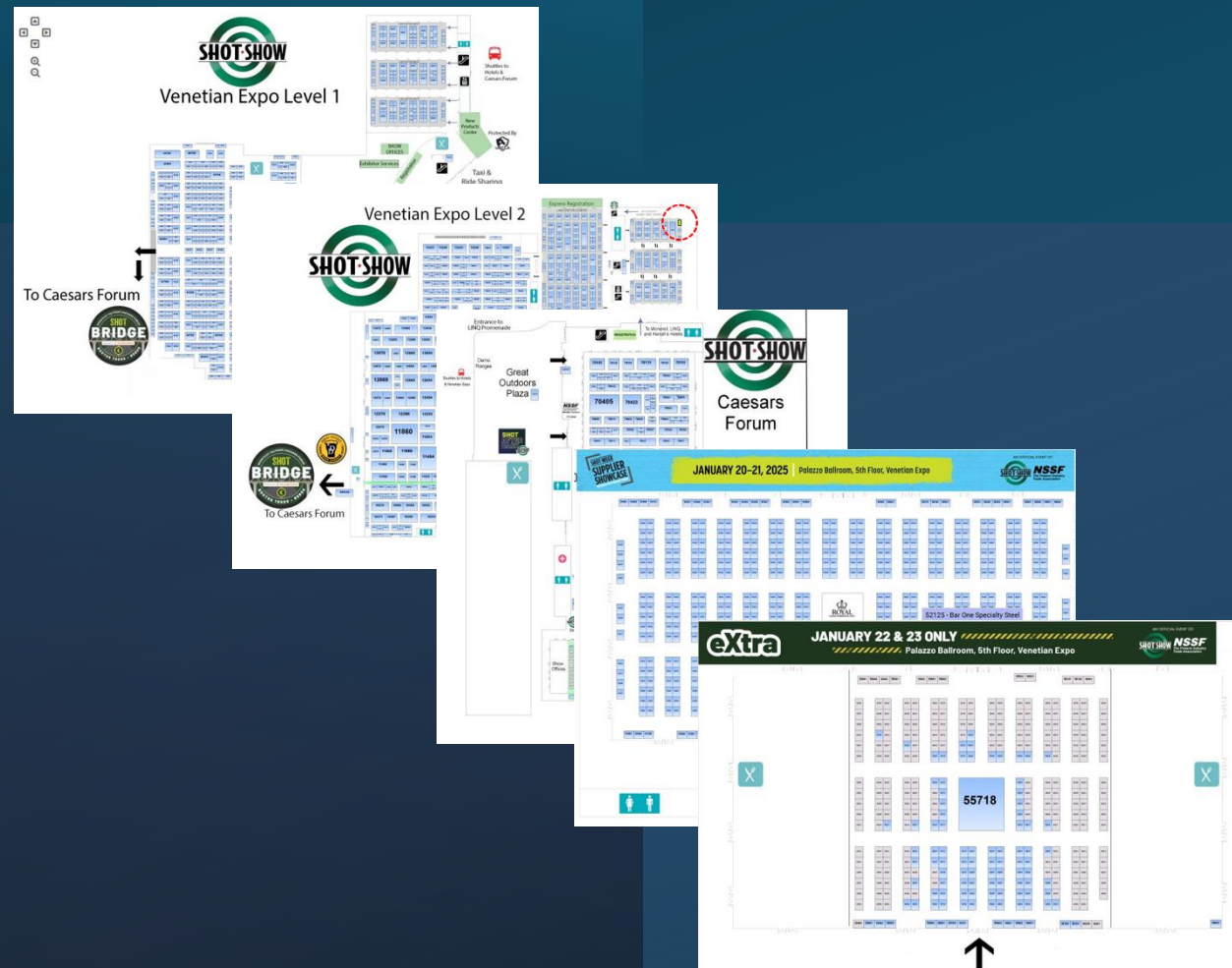
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How Will We Tackle SHOT?

Things to consider BEFORE SHOT

- **Divide and conquer!**
 - Assign departments, brands or categories of products to team members.
- **Make appointments ahead of time.**
 - Cluster appointments into small areas by day.
- **Collect sales and inventory data!**
- **Set measurable goals for each team member.**
- **Define success.**



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Making It All Happen.

Things to consider DURING SHOT

- Stick to the plan.
- Stay fed and hydrated.
- Be mindful of time and appointments.
- Set daily rally points and meet-up times for the team as cell phone signals and congestion can be issues.
- Set solid dates for events at the show. This is where the decision makers are!



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Insights From The Day.

Things to consider AFTER EACH DAY

- **Share and document achievements while fresh in your mind.**
- **Discuss missed opportunities.**
- **Highlight new opportunities.**
 - **Brands**
 - **Products**
 - **Promotions**
- **Discuss the strategy for the next day.**
- **ENJOY THE EVENING!**
- **DON'T OVERDO IT!**



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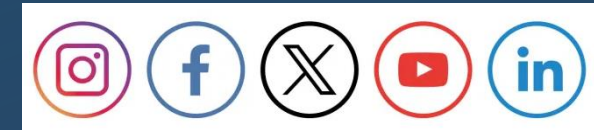
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Following Up And Execution

Things to consider Back Home

- **Confirm EVERYTHING with vendors.**
- **Organize all Purchase Orders.**
- **Set your calendar of events.**
 - **Start locking down CO-OP**
 - **Coordinate with partner**
- **Have a full staff meeting to update them on the accomplishments at SHOT!**
- **Broadcast to your customers all the great things you learned at SHOT!**



The screenshot shows the PromoPrep software interface. On the left is a sidebar with filters for 'Ecommerce / Retail', 'Calendar Filters', 'Distribution Channel', 'Marketing Channel', 'Message Type', 'Status', 'Activity Type', 'Product Category', 'Owner', and 'Regions'. The main area is a calendar for October 2021, showing daily sales figures and marketing activities. The calendar is color-coded by day of the week: Sun (purple), Mon (blue), Tue (green), Wed (yellow), Thu (orange), Fri (red), and Sat (pink).

Day	Sales	Marketing Activities
Sun Sep 26	\$12,514	
Mon 27	\$16,933	
Tue 28	\$13,964	
Wed 29	\$12,223	
Thu 30	\$18,513	
Fri Oct 1	\$15,461	
Sat 2	\$17,481	
Sun Oct 3	\$18,079	
Mon 4	\$19,828	
Tue 5	\$17,596	
Wed 6	\$17,809	
Thu 7	\$12,181	
Fri 8	\$11,181	
Sat 9	\$18,911	
Sun Oct 10	\$17,715	
Mon 11	\$17,233	
Tue 12	\$17,215	
Wed 13	\$15,563	
Thu 14	\$18,734	
Fri 15	\$16,074	
Sat 16	\$19,816	
Sun Oct 17	\$18,870	
Mon 18	\$17,891	
Tue 19	\$13,681	
Wed 20	\$14,441	
Thu 21	\$18,911	
Fri 22	\$17,715	
Sat 23	\$17,233	
Sun Oct 24	\$17,215	
Mon 25	\$15,563	
Tue 26	\$19,734	
Wed 27	\$14,067	
Thu 28	\$19,176	
Fri 29	\$16,519	
Sat 30	\$14,467	

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Jan 21-24, 2025

Venetian Expo +
Caesars Forum
Las Vegas

SHOTSHOW.ORG

**THIS IS
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SHOT UNIVERSITY™

an **NSSF® live!** event

Jan 21-23, 2025

**18 Educational Sessions
to Choose From!**

SHOTSHOW.ORG/SHOT-UNIVERSITY





Question & Answer Time