

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



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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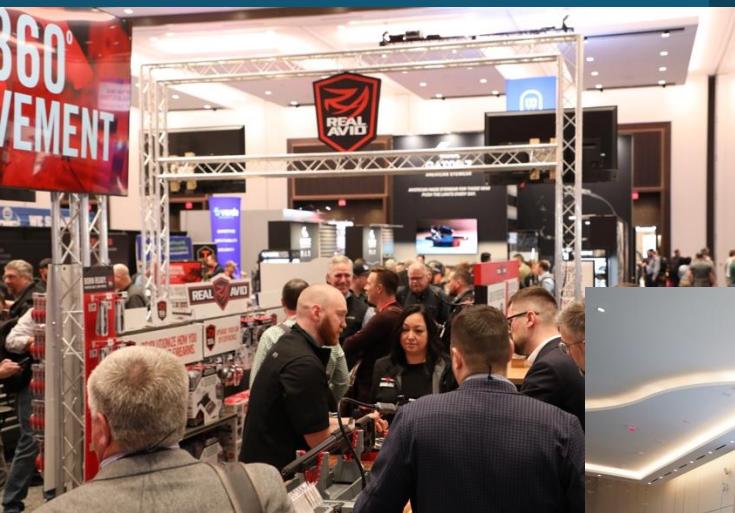
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What Are Our Goals?

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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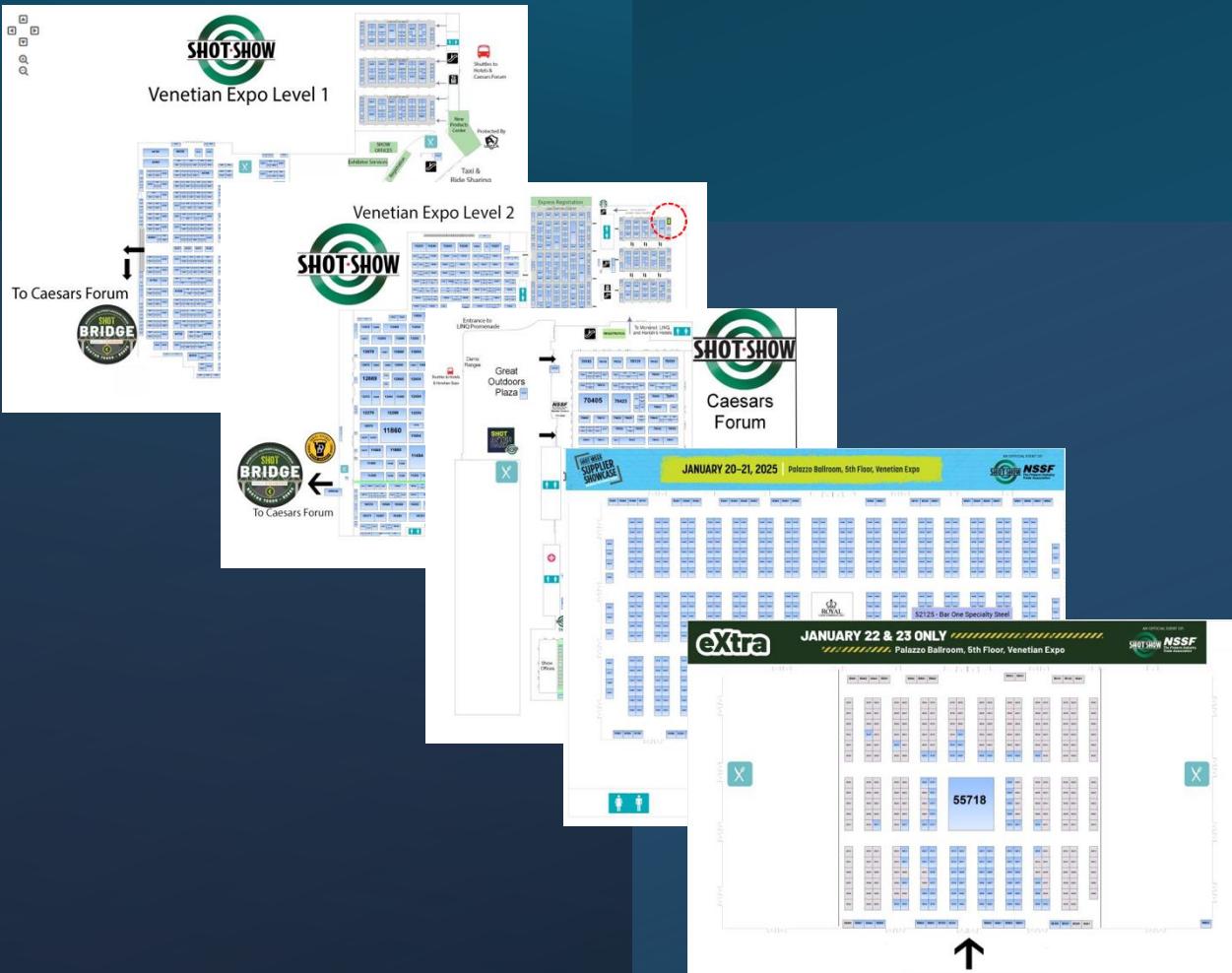
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How Will We Tackle SHOT?

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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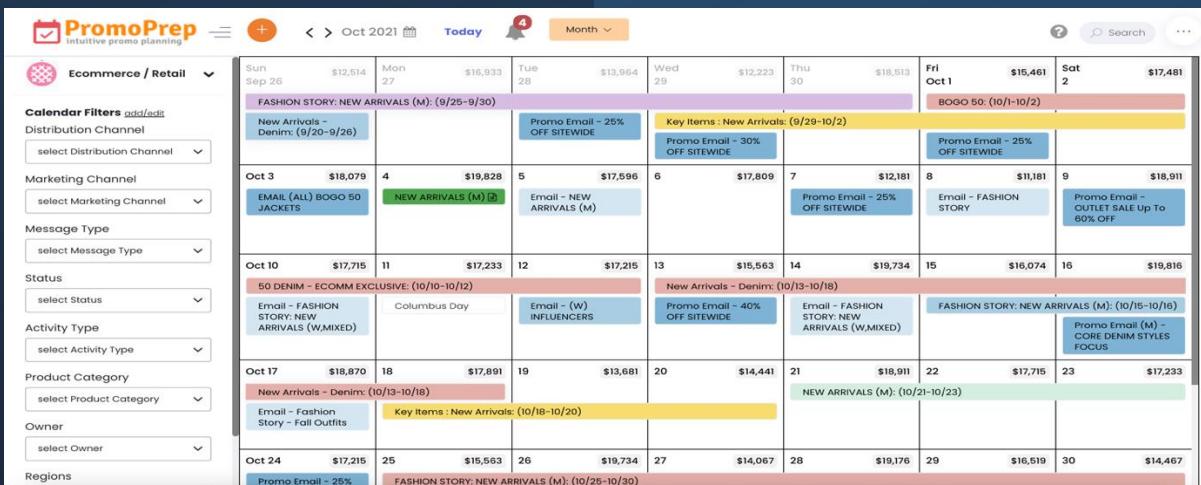
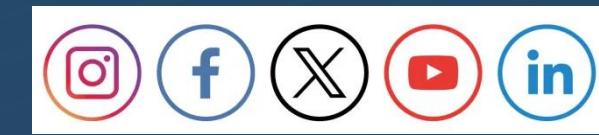
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Following Up And Execution

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!**



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Jan 21-24, 2025

Venetian Expo +
Caesars Forum
Las Vegas

SHOTSHOW.ORG

THIS IS
YOUR SHOT

SHOT
UNIVERSITYTM
an **NSSF[®]live!** event

Jan 21-23, 2025

**18 Educational Sessions
to Choose From!**

SHOTSHOW.ORG/SHOT-UNIVERSITY





Question & Answer Time