

Let's Get Some WINS!!



NSSF[®]
The Firearm Industry
Trade Association

Welcoming In New Shooters by Karen Butler, President, SLG2, INC



Agenda



- Introduction
- Identifying and Understanding the New Shooter
- The Difference In How (Most) Men and Women Shop
- Meeting the “Shopping” Needs of a New Shooter
- Working with Helpful Loved Ones

Shoot Like A Girl



Identifying the New Shooter



Where are they in your store?

What do they look like?

Why are they new to begin with?

Who are they with?

How are you supposed to know?



Customers are silently
taking their
checkbooks and going
somewhere else

How many leave with their checkbooks?

Exercise – The Difference in Shopping Habits



Science tells us shopping habits are different



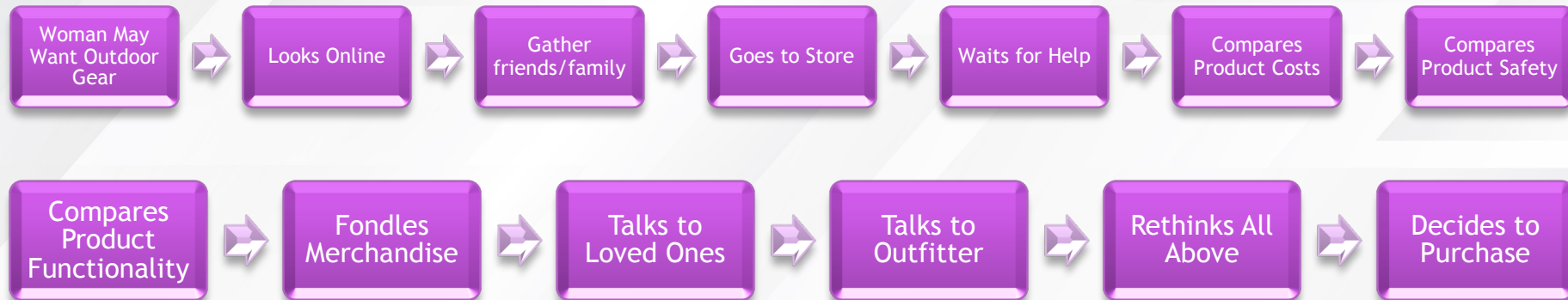
The Difference In How Men and Women Shop



Men:



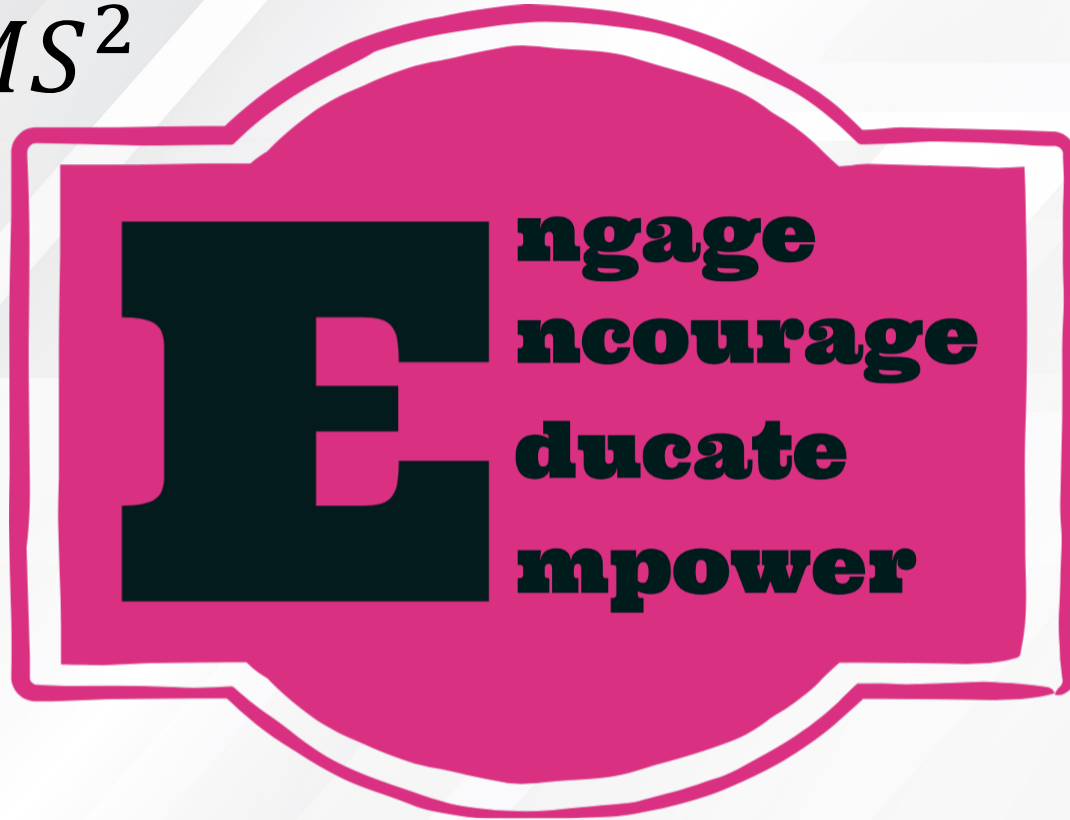
Women:



Meeting the Shopping Needs of a New Shooter



$$E^4 = MS^2$$



The Helpful Loved Ones



Building A Team



Questions?

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Summary / Key Takeaways



Engage with everyone

Determine experience level to identify customer needs

Helpful loved ones really do want to help, get them on your team



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