



Reel Good News

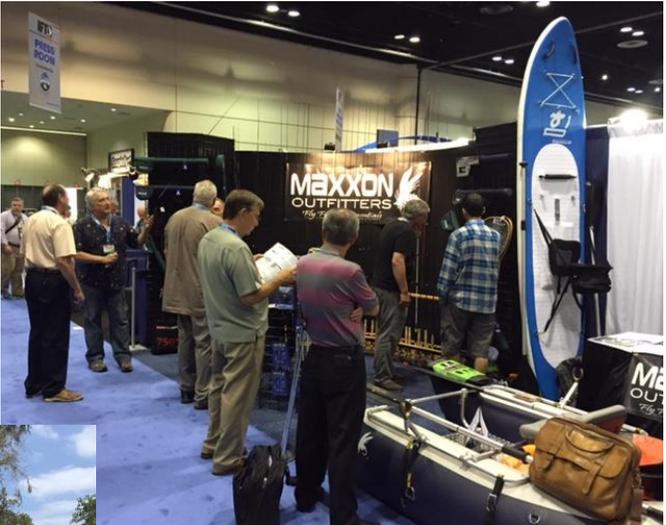
Newsletter Six – August 4, 2015
From Greg's Desk



LOOKING BACK... A GREAT SHOW!

Thanks to you all for a stellar effort at our booth at the show and your follow-up and orders since! Like any productive show, we learned a lot about our industry and competition and the door is *wide open* for us going forward.

We were blessed that Reddington and Rio added themselves to the multitude of self-serving manufacturers choosing to screw their dealers and sell direct to the end-users from their own web site. I've made a couple sales calls since coming home and this isn't playing very well with the dealers I've spoken with. This is peg and shelf space for the taking and we need to make every effort to put the hammer down on this opportunity.



OTHER PASSING SHOTS...



McCrimmon and Cameron in Full Agreement on our Canadian Pricing



THINKING OUT LOUD

A shout out to Hartmann and Densley for discussing the very practical application of our \$11 Resuce Bag for ice fishing. A nice pitch for you - Mr. Jennings, up in the U.P.



Highly Motivational Sales Meeting



Then there's the wise Rep that takes the management out fishing the day after the show. The bar has been set. Thanks Captain Eric!



FACING THE AUGUST INVENTORY OBJECTION

Yup... it's the end of the season when your buyers aren't hearing much of what you've got to say. Matter of fact, if they catch glimpse of you in the parking lot, they just might slide out the back door. This is a good time for a catalog call and a reminder of our early buy and how you can push those comfortable, easy-term sample orders out for just in time delivery. Hang in there guys... we've got the freshest story in the industry right now, focused on what everybody else isn't. It's your story to tell. *and oh yeah...bring donuts.*

WHUDDYA HEARING OUT THERE?



Certainly, we've currently got a lot to sell, but we are always interested in trends and new items your dealers might be talking about since the show. If another manufacturer has a promotion that's moving the buyers at the moment, we'd sure like to hear about it. Remember, we pretty much built this entire line since this time last year and we can move quickly on a great idea!

"Simplicity is the ultimate sophistication."
-Leonardo da Vinci
Sounds like us!

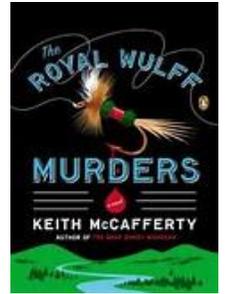
WHEN QUALITY, PRICE AND YOUR GOOD LOOKS AREN'T ENOUGH!

You know and by now, most of your dealers know that your Outfitters product is *superior* and the greatest challenge we face on the road is getting the other guys stuff off the shelves. Good reps do more than present product. Great reps partner in selling it. Most of us have seen fun retail sale ideas over the years... old school, non-internet, customer interactive promotions that have really delivered results.

A few from my time...*The Key Sale, Eggs, The Temperature Sale, The ice cream Promotion, Kohl's Cash promotion* and others. Sure, they take a little extra work, but they can move the goods. Let's trade some ideas and then share them with our dealers.

A GOOD READ

This novel is a fly fishing murder mystery set in Montana. Richly written in the language of your craft, it feels like I'm hanging with you guys when I'm reading it!



NEW ENGLAND REP CAPTAIN JOHN STACEY

rolled into Seattle with his wife Callie last week for a holiday hiking the beautiful Olympic Peninsula. After touring our facility and a few Seattle sites, he asked me to take him to any bar for beer and good seafood. He now wants the Northwest as part of his territory!