

The

Outfitter Journal



For dealers of the premium products from Federal, CCI/Speer, RCBS, Outers, Ram-Line, Orbex, Alliant Powder, Estate Cartridge and Champion Target

The Profile:

Key contacts on the Dealer Services team

Name: Brad Bahe

Position: Dealer Services Representative

Work Experience: I've been at Federal nearly two years. I started in Customer

Service before moving to Dealer Services. Prior to Federal, I spent 16 years in retail sporting goods.

Hometown: Elk River, Minnesota

Age: 42

Family: Wife, Kari; son, James, 9 years old.

Education: Attended Moorhead State University

First Job: Building houses with my dad.

Shotgun: Benelli Montefeltro

Bow: Mathews FX

Favorite movie: "Magnificent Seven"

Favorite TV show: "NYPD Blue"

One Talent You Wish You Had But Don't:

I wish I could take better photographs.



Brad Bahe and Billie

Making Every SHOT Count: We're Committed to our Outfitters

Staff Report

Soon, it will be here. The most important four days in our industry. Are you ready? We hope so because we have big plans for the 2003 SHOT Show, being held February 13-16, at the Orange County Convention Center in Orlando, Florida.

"Our Outfitters are vital business partners in the shooting sports industry"
- Matt Moxness

It begins with our 2003 Outfitter Breakfast. If you are already an Outfitter, you should have received a personal letter from Matt Moxness, Dealer Services Manager, inviting you to join us at the February 13th, 7 a.m. breakfast meeting.

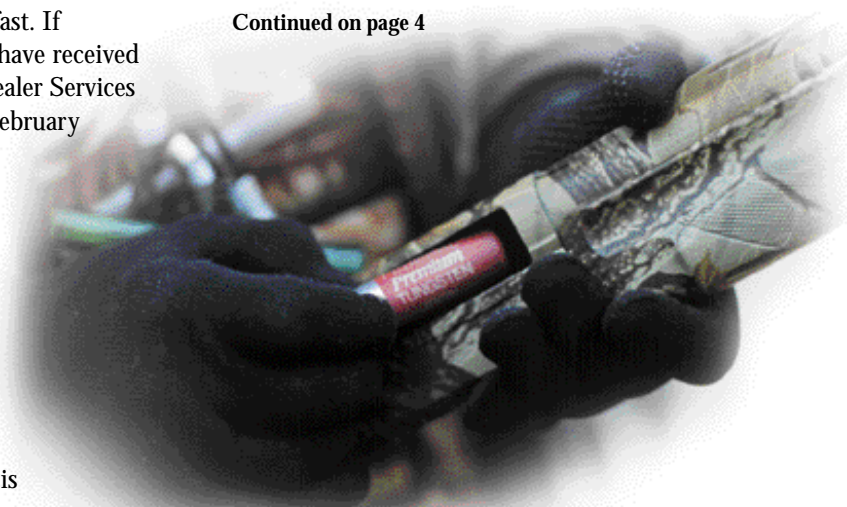
We will send more details to you on the breakfast in December but you can plan on hearing about our marketing efforts for 2003 including new promotions, new point-of-sale materials, new advertising and more. If you did not receive a letter and want to attend the 2003 Outfitter Breakfast, please check with Dealer Services at 866-223-9388. Space is limited and we are anticipating a full house.

"The Outfitter Breakfast at the SHOT Show will be an important start to the 2003 selling season," said Kyle Tengwall, Marketing Support Manager. "We will discuss all of the major initiatives we have planned including marketing and issues we face in the industry.

"We'll also mix in a little fun," he added. "We will be holding drawings throughout the breakfast for some great prizes."

"Our Outfitters are vital business partners in the shooting sports industry," Moxness said. "We are 100 percent committed to their success. After all, they are our key link to hunters and shooters across the country."

Continued on page 4



YOUR Outfitter TEAM

Have a question or input on the Outfitter program? Give us a call at 866-223-9388 or e-mail one of our team members below. We'd love to hear from you. We are dedicated to providing dealers with the tools they need to succeed.

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Tracy Vekved, Dealer Services Representative,
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Michael Albrecht, Graphic Design Artist,
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Cory Foss, Internet/Computer Support,
cory.foss@atk.com

Kyle Tengwall, Marketing Support Manager,
kyle.tengwall@atk.com

Outdoor Facts

- If sportsmen were a corporation, they would rank No. 11 on the Fortune 500 list.
- In 2001, more than 82 million U.S. residents fished, hunted and watched wildlife, spending more than \$108 billion on their recreational activities.

Source: American Hunter, December 2002

Support The Shooting SportsSM

Quick Shots ATK Newsbriefs

ATK Sells Optics Brands

ATK has completed the sale of Simmons Outdoor Corp. to Meade Instruments Corp. in Irvine, California.

Simmons Outdoor Corp. in Thomasville, Georgia, markets rifle scopes and binoculars under the Simmons, Redfield and Weaver brand names.

"The sale of Simmons Outdoor Corporation to a strategic buyer like Meade Instruments is a win-win for all involved, including Simmons customers, retailers and employees," said Mark DeYoung, ATK Ammunition and Related Products President. "Meade has stated that it intends to leverage its engineering and manufacturing expertise in optics and its existing sourcing relationships and buying power to grow the business, ensuring quality products for customers and retailers and opportunities for employees.

For ATK, the sale will allow us to strengthen our focus on what we do best – manufacturing ammunition and ammunition related products."

To ensure a smooth transition between ATK and Meade, we have listed the main contacts at Simmons Outdoor Corp.:

Brent Blaine, General Manger, (800) 285-0689, Ext. 123.

Pat Dispenza, Vice President of Sales, Managing east of the Mississippi, (800) 285-0689, Ext. 136; Fax: (229) 227-0603.

Michael Halleron, Vice President of Sales, Managing west of the Mississippi, (800) 285-0689, Ext. 163; Fax: (229) 227-6454.

Jeremy Ashmore, Marketing, (800) 285-0689, Ext.129; Fax: (229) 225-9726

Premium Tungsten-Iron Offers High Performance And Proven Barrel Safety

The buzz in the industry continues from duck blinds to local gun shops: Are these brand new non-toxic duck and goose loads safe to use in shotgun barrels?

For waterfowlers who choose Federal, the answer remains: Yes!

Premium Tungsten-Iron has been field proven since 1997. More than five years of use by hunters confirms that Tungsten-Iron is safe to use in all barrels designed for non-toxic waterfowl loads. Dense patterns and deep penetration ensure superb knockdown power.

"We knew we couldn't skimp on the wad when we developed Tungsten-Iron," said Bob Kramer, Federal's Director of Engineering. "That's why we designed a protective, premium wad. Our patented six-petal wad is made of high quality polyethylene with three inner and three outer petals."

"Federal's Premium Tungsten-Iron shot shells have enjoyed a long history of safe operation in all types of shotguns designed for steel shot," said Gary Svendsen, Federal's Director of Quality. "Tungsten-Iron has also earned the confidence of hunters looking for exceptional down-range performance."

Tungsten-Iron offers the total package: high performance pellets 94 percent as dense as lead enclosed in a patented six-petal wad. All of which are loaded into a hull combining three water-resistant seals at the crimp, the wad and the primer. And this year, Tungsten-Iron is available at a reduced price of up to 40 percent.



Now Available! 300 Win. Short Mag.

Federal Premium 300 Win. Short Magnum cartridges are available, and hunters are out there asking for them.

The round comes in two 180-grain bullets: Speer Grand Slam and Trophy Bonded Bear Claw. Both have a muzzle velocity of 2,970 feet per second. Designed for short action rifles, these 300 WSM cartridges feature a beltless high capacity case that provides ballistics equal to the longer 300 Win. Magnum.

Outers Offers New Ultra Mod Set-up for Dealers

With the rising popularity of .17 calibers, enthusiasts are looking for cleaning accessories items for their .17 firearms. Outers now offers a modular set-up to get new dealers in the .17 business in their stores.

Items include Ultra Deluxe .17 caliber three-piece steel rods, a three-piece brass rod, a one-piece (24-inch) brass rod, a brush and a brass jag. For 2003, Outers is adding a three-piece steel rod and an Ultra Clam Kit with three-piece steel rods.

For more information, call Outers at 800-635-7656.

Can You Say Pull?

The new high-tech wireless All American Voice Release from Outers will make your customers' practice time on the range more productive. To get more information on ordering the product, call Outers at 800-635-7656.



ON TARGET

Up north the hunting seasons are winding down, and taxidermists are busy with our trophies.

We are sending the northern ducks down to all of you below us so expect brisk sales of non-toxic loads! We have consistently filled our bag, but decided to let some of the 4-curl mallards sneak by to our southern friends.

Our waterfowl and big game promotions pulled product from the shelves and consumers have been very excited with these fall promotions. We hope your store has benefited from them.

You will get a chance to meet the Outfitter Dealer Services team at the spring shows the first part of 2003. I encourage you to stop by and talk with us about the upcoming

promotions for 2003 and the additional benefits of being an Outfitter dealer. Also, we have big things in store for the SHOT Show in Orlando. You will be receiving invitations to a breakfast you will not want to miss. The Outfitter Breakfast will be hosted by Jim Scoutten, the Outfitter spokesman from "American Shooter" fame. We will review the benefits of the program, give away many prizes, including a grand prize worth more than \$5,000. In addition, each attendee will receive additional Outfitter gifts.

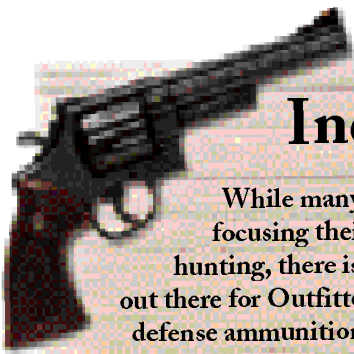
We will work with you in 2003 to help you "Outfit The Dream."

Thanks for a great year!

Matt Moxness

Matt M





Increase Your Sales With New Personal Defense Promo

While many dealers may still be focusing their sales efforts on hunting, there is another opportunity out there for Outfitters, namely personal defense ammunition sales.

Federal has created a special promotion on personal defense ammo that will get the cash register ringing.

The Federal Premium® Personal Defense® Promotion is simple for you and your customers.

Here's how it works:

To qualify, dealers need to purchase 30 boxes of any mix of Federal Premium Personal Defense

ammunition or Speer Gold Dot ammo and you will receive 15 keychains with a fluorescent light attached. The program will run from January 1, 2003, to March 31st, 2003.

Federal and Speer will support the promotion with a creative mailer, point-of-sale materials and a sell sheet.

Premium Personal Defense is the kind of ammunition we hope shooters never have to use in a critical situation. It features increased muzzle velocity and energy compared to standard loads, and the rapid bullet expansion that delivers instant stopping power. Recoil is significantly reduced in this load as well. Consumers will also

appreciate its unique clear packaging that allows them to see the ammo before opening the box. Premium Personal Defense is available in 380 Auto, 9mm Luger, 38 Special, 357 Magnum, 40 S&W and 45 Auto in Premium Hydra-Shok bullets; and in 9 mm+P, 40 S&W and 45 Auto + P in Premium Expanding Full Metal Jacket bullets.

Speer Gold Dot ammunition is available in 20-count packages in 25 Auto, 32 Auto, 380 Auto, 9 mm Luger, 9 mm Luger +P, 357 Sig, 38 Special + P, 357 Magnum, 40 S & W, 44 Special, 45 Auto and 45 Auto +P.

For more information on the promotion, call Dealer Services at 866-223-9388.

THE BEST LOAD FOR PERSONAL DEFENSE

By Bob Kramer, Director of Engineering

There's good reason why we call our Premium Personal Defense ammo "the best ammunition we hope you'll never have to use."

You'll be hard-pressed to find a better handgun load designed for self-defense on the market today. We've put years of research and development into producing an accurate handgun load that has reduced recoil and maximum stopping power. It is ideal for those situations when you are faced with an assailant and you need to make each shot count.

Our engineers started by designing new Hydra-Shok expanding bullets for the optimum balance of expanded diameter and penetration in personal defense situations. These cartridges have:

- reduced recoil;
- high energy at the target; and
- the ability to penetrate to the right depth with balanced energy and expansion.

We knew that when working with a personal defense load, we needed to develop a cartridge that had less recoil. When you pull the trigger in these types of situations you need to hit the target. You can't be worrying about steadying the gun again for another shot at your assailant.

To be effective, this kind of bullet must expand to expend its energy within the target. The Personal Defense Hydra-Shok bullet expands reliably on impact and penetrates to the proper depth.

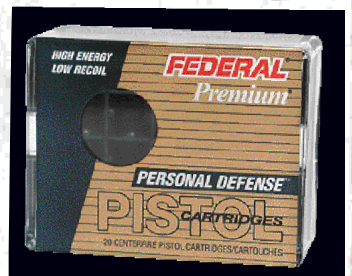
Along with the superior properties of the cartridge itself, Personal Defense ammunition is unique because of its clear packaging, which

allows consumers to see the ammo before they even open the container.

As a result, Premium Personal Defense ammunition is the choice of many top law enforcement agencies.

It has been a hit since it was introduced in 1997 and has been cited by the industry as "Ammunition of the Year."

Look for Personal Defense Ammunition in 2003 in not only Hydra-Shok but in our Expanding Full Metal Jacket bullet with its excellent expansion and superior stopping power.



Grand Slam Revisited: Get Your Customers Ready for Spring Turkey Season

It's back. And this time our Grand Slam Turkey Promotion is bigger and better.

Federal Grand Slam II, which runs January 1, 2003, through March 31, 2003, will turn your store into turkey headquarters with a promotion that will garner plenty of buzz in your neck of the woods.

When turkey hunters purchase a box of Premium Grand Slam turkey loads and a pack of Outers patterning targets, they will receive a "Turkey Tips" video free. Their name will also be submitted for a chance to win a Federal Grand Slam turkey hunt.

Federal will support the promotion with a creative mailer, an ad in the National Wild Turkey Federation's

magazine, a co-op ad, a coupon, point-of-sale materials and a sell sheet.

Introduced in 2002, Premium Grand Slam Turkey shells feature increased velocities and heavier shot charges for maximum stopping power. Federal pays special attention to the extra hard (nominally 6 percent) copper-plated pellets and the buffering material used to protect the pellets.

Premium Grand Slam Turkey is available in 10 gauge, 3 1/2-inch shells in No. 4, 5 and 6s; in 12 gauge 3 1/2-inch shells in No. 4, 5 and 6; 12 gauge, 3-inch shells in No. 4, 5 and 6s; and 20 gauge, 3-inch shells in No. 4, 5 and 6s. And new for 2003, Grand Slam Turkey is available in 12 gauge 2 3/4-inch shells in No. 4, 5 and 6s.

A portion of the proceeds from the sale of Grand Slam Turkey loads is donated to the National Wild Turkey Federation.

For more information on the promotion call Dealer Services at 866-223-9388.



Making Every SHOT Count: We're Committed to our Outfitters

Continued from page 1

The ATK marketing staff will be extremely busy with the show. After the Outfitter Breakfast, we will be hosting a press conference for the shooting sports media. There, ATK Ammunition and Related Products President Mark DeYoung will detail a blueprint for growth. It is our plan that the stories the media produces from this and other information we distribute at the show will lead to increased traffic into your store next year.

Recipe for Growth

We have a recipe for dramatic growth and clear market dominance in the shooting sports. We believe that with our powerful stable of brands, combined with our extensive resources for product development and aggressive marketing, we are all poised for success.

The most critical element needed to achieve our objective is you, our Outfitters. And it is to that end that we pledge a 100 percent commitment to you.

We will deliver on that commitment to you in three ways:

- strong brand management;
- a substantial investment in consumer marketing; and
- powerful trade channel support through our Outfitter Program.

With the Outfitter Program we are forging a powerful partnership between our trade partners and ATK's family of brands: Federal ammunition, CCI ammunition, Estate Cartridge, Speer

bullets, Alliant Powder, Outers gun cleaning supplies and accessories, RCBS reloading equipment, Ram-Line gun stocks, Orbex accessories and Champion targets.

Committed to Outfitters

ATK is further committed to three primary goals. First, to build the quality brands you want. Second, develop effective dealer programs and promotions to pull those brands out of your warehouse. And third, make the substantial investment in the advertising and marketing necessary to pull product through to the consumer.

At the heart of this strategy lies the Outfitter Program, the ATK initiative for increased profitability for you through strong dealer and consumer acceptance that captures shelf space and accelerates inventory turns.

The Outfitter Program starts with a "pull" strategy of aggressive marketing communications. It includes national advertising across all media including print, radio and television spots featuring America's top shooting personality, Jim Scoutten.

In addition, the Outfitter Program will offer participating dealers a range of generous co-op programs with the opportunities to earn significant bonuses so that each can develop the advertising they need to best fit their business.

Our consumer marketing program goes on to include a powerful Internet



Outfitters will have the opportunity at the 2003 SHOT Show to really pour over the variety of products from all of our brands.

initiative including dynamic new Web sites, a dealer locator and an e-mail marketing program to educate consumers about ATK products and drive them to their Outfitter dealers.

The Outfitter program offers multiple cross-branding opportunities that no other company can match.

Next comes an ongoing program of attractive in-store education materials to build consumer demand for ATK brands. In addition to individual product promotions, dealers will be offered powerful sales support materials that build consumer excitement to drive traffic and pull-through.

Both nationally and regionally a full schedule of seasonal promotions supported by strong co-op programs and in-store display incentives will capture dealer shelf space and move product out of our distribution warehouses. Through the unique synergy of the ATK brands, the Outfitter Program offers multiple cross-branding opportunities that no other company can match – each keyed to specific hunting regions and seasons to give dealers the exact promotion they need to grow their businesses.

We hope you can see that we are committed to your growth. To continue that growth, we are treating the SHOT Show as a buying show this year. So be sure to check out the ATK Ammunition and Related Products Booth at #4763 and place your orders.

Have a good show. We look forward to seeing you there.



This year the ATK Ammunition and Related Products booth will be located at #4763 of the Orange County Convention Center in Orlando.



ATK Ammunition and Related Products President Mark DeYoung will address the hunting and shooting media again this year to outline the company's vision.



Year One THE OUTFITTER PROGRAM REPORT CARD

By Matt Moxness, Dealer Services Manager

It's hard to believe but a year has passed since we first created the Outfitter Program. During the past few months, you've seen our commitment to you – a tremendous amount of activity coming from our end, and we hope it has paid off in increased sales and profits for you.

We thought it would be appropriate to take a look back at the programs we have put into place and see how we did. We'll give our take on things here in the *Outfitter Journal* but we'd also like to hear from you, the Outfitter dealer. That's why we've enclosed a postage-paid response card. Please take a few minutes to grade us. Following is a breakdown of our marketing efforts.

Promotions

We began the year with the Grand Slam Turkey Contest, which we admit was not done in time to help a lot of dealers. That's why we are already well along the way on planning the next Grand Slam promotion, called Grand Slam II. (You can read more about it on page 3.) Several consumers came up winners in last year's promo including one lucky hunter who won four turkey hunts that will give him a chance to bag a grand slam.

We followed Grand Slam I with our Velocitor Promotion to help boost sales of the new CCI .22 LR ammunition. For this, you will recall, we gave away 10 special Velocitor Edition .22s from Ruger. The winning retailers included:

- Bloomfield Pawn Shop in Bloomfield, New Mexico
- Trading Post in Marmet, West Virginia
- Guns Unlimited Inc. in Kansas City, Missouri
- Carter Country in Houston, Texas
- Thruway Sports in Walden, New York
- Cleland's Outdoor World in Swanton, Ohio
- Scott's Outdoors in Muscatine, Iowa
- Piestrak's Gun Shop in Naticoke, Pennsylvania
- Westborn Gun Shop in Taylor, Michigan
- Canyon Sports in Martinez, California

We shipped out special Velocitor displays to dealers and Velocitor hats to consumers as well.

We didn't stop there. During the summer we offered the Outfitter 1K Display Challenge, in which dealers were asked to display a variety of our target-shooting supplies. We sent out disposable cameras to dealers to shoot their display and submit the photos to us.

This fall, we put together two heavy hitting promotions for the waterfowl and big game seasons. For waterfowl, we offered rebates as well as free gear boxes to dealers who purchased various case amounts of Heavy High Velocity and/or Tungsten-Iron. In the big game department, we created a promotion that offered consumers a free Heavy Hitter hat, a three-month trial membership to the North American Hunting Club, and a chance to win an elk hunt. It's still too soon after the Heavy Hitter promotions to give concrete results but we have heard a lot of good feedback from dealers.

Expect to see bigger and better promotions in 2003 from the Outfitter Program.

Marketing Support

Along with seasonal promotions, we supported our brands and products with advertising on radio, television and in print. We also recruited Jim Scoutten to act as the "official voice" of the ATK Ammunition and Related Products brands.

On television we partnered with "North American Outdoors" on ESPN to take a major role in their "Shoot More, Shoot More Often" segments.

As you know, we also gave dealers support through point-of-sale tools such as our Tungsten-Iron and slug posters and our Premium Bullet Guide.

Co-Op Programs

We take our co-op programs very seriously for Outfitters as evidenced by our aggressive percentages. Depending on how much ATK product you purchase, you receive between a 3 and 5 percent co-op advertising allowance. You also receive Bonus Bucks to go toward logo-ed merchandise from our Incentive Guide. With pre-approval you may use it towards store signage or something as basic as license holders.

The Newsletter

Following last year's SHOT Show we released our first *Outfitter Journal*, filling it with news on our marketing efforts and tips to help you sell more, more often. We plan to continue keeping you up to date on useful Outfitter information here in the *Journal*.

Let us know if you would like to get certain information that you are not already getting from us. And be sure to fill out the report card so we can continue to improve the Outfitter Program.

<i>Self-Graded Report Card for Outfitter Program, Year One</i>	
Outfitter Marketing Tactic	Our Grade
Grand Slam I Promotion	C (We were a little late on this one)
Velocitor Promotion	A (Helpful point-of-sale materials, good giveaway, lots of buzz in industry)
1K Outfitter Display Contest	B (Didn't drive traffic as much as we wanted)
Heavy Hitter Waterfowl Promotion	B (Ammo boxes were a big hit)
Heavy Hitter Big Game Promotion	B (Free hat and chance at elk hunt created a lot of buzz)
Marketing Support	A (High quality point-of-purchase materials and ads in top publications)
Co-Op Program	A (Industry leading percentages)
Outfitter Journal Newsletter	A (Well received by the dealers we've talked to; so good it was imitated by our competition)

The First Outfitter: Dub's Sporting Goods

For nearly 60 years, Dub's Sporting Goods has been a leading source for hunting, shooting, fishing and camping supplies in central Nebraska.

Earlier this year, Dub's was a leader of a different sort. The outdoor store, with shops in Grand Island and Kearney, was the first retailer to join ATK's Ammunition and Related Product Group's Outfitter Program.

And owner Jim Dubas is happy he did. "They've got

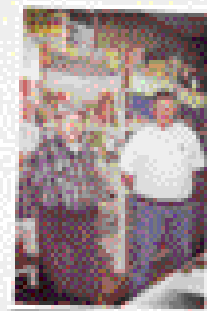
good ideas," he says regarding the major benefit of being an Outfitter. "They drive people into your store."

During the past year, Dub's has taken part in many of the Outfitter programs, including the Velocitor and Heavy Hitter Waterfowl promotions.

These types of promotions are important to help Dub's stay one step ahead of their competition – namely the nearby discount chain stores and the Cabela's store in Kearney, Nebraska.

Along with the Outfitter Program, Dub's is helped by the NBS (Nation's Best Sports) buying group, which makes it easier to buy product at a discount and stay competitive.

Thanks to Dub's for leading the way with the Outfitter Program.



Dub's Jim Dubas (left) and Ralph Reeson.

OUTFITTER SUCCESS
Tommy Bronson's
SPORTING GOODS
STORY

Where Product Knowledge is King

There are many ways to be successful in the sales of ammunition and hunting supplies. There are demographic studies of your local area in which you discover the exact wants and needs of your target market and match them with the proper inventory. There are multi-media advertising blitzes that saturate your audience with the name of your store,

products and prices. There are product demonstrations, promotional weekend sales and special celebrity appearances that draw customers into your store. All of these methods can work and often do when it comes to selling your supplies.

But behind them all is a method that still can't be beat for moving inventory: a good product, knowledgeable and experienced sales staff members who know the product, and people who are motivated to sell it because they love the product and use it themselves. It's basic, uncomplicated and effective. And that's exactly how Cliff Hunter and his staff at Tommy Bronson's Sporting Goods of Memphis, Tennessee have turned the local area into Federal County.

"I grew up with Federal," says Bronson's co-owner Cliff Hunter. "I came to a new territory where it was basically an unheard-of brand. But I really believed in the product and knew it worked, and I used that to drive my sales. You just talked people into trying it, they'd get hooked on it and then word of mouth takes over."



The crew at Tommy Bronson's has turned the dealership into Federal Ammunition headquarters.

From Racquets to Ammo

Hunter came to Memphis from Texas in 1989 and joined forces with Stuart Bronson, who bought the business from his father in the early '80s. Tommy Bronson, Stuart's father, started the store in 1926, but not as the hunting, fishing and sporting goods store it is today.

"Tommy Bronson was a tennis player and taught himself to string racquets," Hunter says. "At one point (early on), the United States Davis Cup Tennis team, while they were in town, got him to string their racquets and they liked his work so much they shipped their racquets to him to string. He was getting more successful, and some of his friends were hunters so he started hunting in the '40s and the '50s, traveling out west and to Alaska. He was a big game hunter during that period

and then he evolved into a duck hunter."

The store evolved with the owner's tastes. It was primarily a general sporting goods for a long time – hunting, fishing, and general athletics – with an emphasis on tennis. But times changed and so did the business.

When Hunter came to Memphis, the area belonged to the competition in terms of ammunition sales.

"In Texas, Federal was really big," Hunter says. "I slowly got people away from the competition into Federal Premium rifle ammo. Originally, it was hard to talk them into it, but we finally got them into the waterfowl area and then pretty much across the board. Now, all we sell is Federal."

Believing in the Product

Hunter says his store may be one of the largest non-chain store Tungsten dealers in the country, with \$30,000 sales per year in Tungsten alone. In selling it, he employs plenty of sales tactics, including pyramid ammo stacking, displays, promotions, product demos and manufacturer rebates.

He says he prefers television advertising to print: "We sponsor a local hunting and fishing show where I do a two-minute hunting tip of the week, and it includes a one-minute commercial. It works great. It'll air on Saturday and the customers are in the store for the product on Monday. It reaches our core customer."

Still for Hunter, the best method is hands-on knowledge of the product, a strong belief in it and the ability to pass that along to the consumer.

"We really push Federal Premium Trophy Bonded," says Hunter. "I've been selling it for years, and I've used it forever. It's the only thing I've ever hunted with."

In fact, Hunter recently used a Trophy Bonded Bear Claw to shoot a 650-pound bull elk on a trip to the Shoshone National Forest in Wyoming. He says that having the Federal ammo in his gun gave him extra confidence for the trip.

That extra confidence can be used to drive sales, too. "I think the sales staff needs to shoot it and know that it works," Hunter says. "They've got to believe in the product. They've got to see it in action. The main thing is they've got to believe in the product and translate that to the customer."

And that belief results in additional sales.



At Bronson's the best method is hands-on knowledge of the product, a strong belief in it and the ability to pass that along to the consumer.

Industry Feedback

Outfitters: We love to hear from you. That's why we've created this forum in the Outfitter Journal to highlight the feedback we get from dealers and other individuals in the industry. Keep the comments coming!

"Thanks, Matt and Tracy, for helping us increase our bottom line."

-- Dave Knoll, Black Sheep DBA Timberline Dist.

"I wanted you to know what a great fan I am of your 'Grand' shot shell reloader. I've had it since May of this year and have loaded about 10,000 rounds with it since.

Two things impress me most about this loader. First of all is the overall quality and appearance. The parts are well made, sturdy and you generally have the comfort of knowing this is a superbly made piece of equipment. Incredibly well thought out, I can't think of anything you could do to make it better. The operation of actually loading is simple and precise. It just 'feels good'

to load shells with this machine. The fact that it holds a full bag of shot and a pound of powder is great.

Secondly is the quality of your service. I have called your service department on a few occasions and have been treated extremely well. Not only on the phone, but I have received responses to my requests in very short order. You people really know what true customer service is all about. Don't ever lose that."

-- Skip Okamoto, Director of Youth Programs, Greenville (S.C.) Gun Club

Selling Smart: Continued from back cover

NRA) you will see what the "buzz" is in the industry. You'll see the new products and can anticipate what the hot products are and what will work with your customers. The shows are also a great opportunity to take advantage of the manufacturer's programs and promotions. They're always eager to help you increase your sales of their products.

Talk to your manufacturer's sales reps about co-op allowances, advertising support materials and promotions.

You can also read all of the trade publications and consumer hunting/shooting magazines to get a sense of what is hot for the upcoming years. And because you're reading the *Outfitter Journal*, we don't have to tell you to read manufacturer's newsletters. As you already know, they are an excellent source of information on what's new.

Talk to your employees. They hunt. Ask them about their experiences in the field and what they think of various products. If they like certain items, they will do a better job of selling them to customers. And while you are at it, talk to your customers. Most hunters are pretty open about what works for them.

Don't be afraid to ask for help. It is in everyone's best interest for you to succeed. Talk to your manufacturer's sales reps about co-op allowances, advertising support materials and promotions. They will be more than happy to help you figure out what needs to get done to maximize sales and when everything needs to get done. Talk to your wholesale partners about working out the most favorable terms and order scheduling to work around your cash flow issues. If you have successfully analyzed your numbers you will know when you are cash rich or cash poor.

LOOKING AHEAD

Now that you've done your background work, it's time to look forward. Plan the work, then work the plan.

Sit down and take out your calendar. Figure out what seasons are big in your area and schedule around them. Keep in mind that big sales also can be found outside of hunting seasons (for example, on Father's Day and during the holiday season).

We've found that it's a good idea to stick to the 30-day rule. Order 30 days before you need deliveries. That means a month before a promotion or the start of turkey season, you should be ordering the appropriate products. That's why it is so helpful to map out the entire year on a calendar.

While that calendar is still out, plan on when you will be placing advertising in the local newspaper or on television or radio. You'll have a better sense of when you will need to get your ads created and when you will need to promote the advertised items in the store itself.

Before you put your planning calendar away, be sure to set aside a few days here and there for training with your staff. We believe in the FAB rule, which stands for:

Features, Advantage and Benefits. Arm your staff with these and they can sell just about anything. Training will give your salespeople confidence and make them better at their jobs. It also creates store unity – everyone on staff will feel like they are part of the success of the store.

After your calendar is filled out, take a look at how your store is laid out. Getting people into your store won't help sales if your customers leave empty-handed. Plan out your departments so they are easily found and products are in the right place. Make sure your displays are clean and well organized. The only items that sell are those that can be seen. Unfortunately, many customers won't ask for a product if they can't find it.

Make the most of your end caps. This is prime real estate so use it to your full advantage. That means continually changing what you have there. Make sure you feature seasonal, high-volume and high-profit items there.

No one can predict the future, but you know what sold last year, right? When deciding on a product mix keep in mind the stuff that sold well the year before plus items needed to sell a product group. Customers need scopes, so be sure to have rings and bases stocked for those scopes.

Outfitter Bullet Points:

- Figure out what's hot and what's not
- Take a look at sales by season, department, promotions
- Know your products
- Make the most of trade shows
- Work with your manufacturer reps
- Utilize the 30-day rule when ordering inventory
- Make the most of end cap display space
- Plan out all of your advertising and promotions at the beginning of the year
- Teach your staff FAB - Features, Advantages and Benefits

Educating Your Employees: A Checklist That Adds Up In Sales

In every business, an educated employee is priceless. They can make or break your business. Are you passing on all of the right information to them?

BELOW IS A CHECKLIST ON TIPS FOR YOUR STAFF.

Store Directions

Make sure your employees know how to give clear instructions on how to get to your store from every direction.

Store Hours/Fax Number

Whoever answers the phone needs to know the store's hours. They also need to know your fax number.

Current seasons

Make sure your employees know the opening and closing dates of the seasons in your area. If customers have questions you can't answer be sure to have available the phone numbers and Web sites for the local DNR or Game and Fish departments.

Hold Music

Take advantage of the time when your customers are put on hold. You should change the recording often so that it talks about current store specials.

Phone Answering

When you are running ads, a promotion or offering rebates, make sure everyone who answers the phone knows about these specials.

The Basics

Do your employees know all of the store specials? What about your store's layaway policies? Be sure your employees are also well versed on your store's return policies (especially with ammunition).

Inventory Control

Do you have a system in place in which employees can report when inventory is low or if there is an item that customers are asking for? Perhaps they can turn in a card with suggestions at the end of the day.

Local Range

Be sure your employees can tell customers where they can sight-in firearms. Know the range hours and how to get there.

Hunting Licenses

Key employees should know the rules and restrictions on licenses. If you live near a border, make sure they know your state's and the neighboring state's rules.

Firearm Safety

Make sure your employees know local firearm safety rules for transporting firearms. And if you live near a border, know the other state's rules. The same goes for airport procedures.

Important Numbers

Let your employees know where they can find the phone number to the Outfitter Program – your link to all the ATK brands. It's 866-223-9388.



The Outfitter Journal
 900 Ehlen Dr.
 Anoka, MN 55303
 866-223-9388
 Fax: (763) 323-2506
 www.federalcartridge.com

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"The best way to predict the future is to create it."

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Selling Smart: Tips to make the cash register ring

Getting Ready for "The New Year"

By John Rovtar

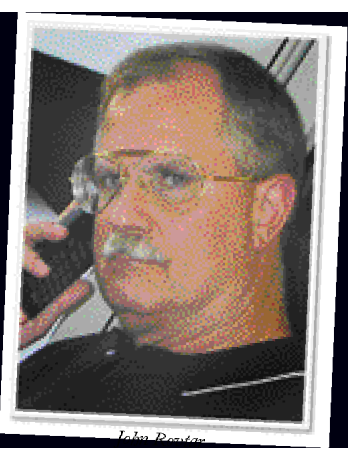
2002 is almost a thing of the past. At the end of the year, there may be a tendency to let out a sigh of relief and just be thankful that you've made it through another year. But now is no time to rest on your laurels. It's time to get ready for the New Year. To do that, we suggest looking both behind and forward.

The look behind starts with research. Sit down and analyze your numbers. What was hot and what was not for the year?

LOOKING BEHIND

Start by taking an analytical look at seasonal sales. Break it down to analyze sales in hunting, turkey, varmint, plinking, small game, big game, etc. And what about your shooting sales? How did your clay target and paper target shooters turn out during the past year? And don't forget to take a look at such things as Father's Day and holiday sales.

Next, take a look at department sales. How did your different departments do: firearms, ammunition, optics, clothing, reloading, etc.? If you do this every year, you will have a better idea of trends and cycles in the various departments.



Finally, analyze sales following the various promotions and advertisements you run. Did the promos generate traffic even after it was over? Did each promotion work? Which did better? What ads worked? These are the kinds of questions you should be asking yourself all the time.

Once you know your numbers, be sure to know your products. By attending the big trade shows (e.g. SHOT at

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ATK Trivia

What does RCBS stand for?

Please call to your nearest Dealer Services at 866-223-9388. All correct answers will be part of a drawing for an ATK clothing package worth over \$100. Deadline: Jan. 25, 2002.

Become an Outfitter

Becoming an Authorized Federal Outfitter is easy. Simply contact Dealer Services toll-free at 866-223-9388 and ask for the Outfitter Dealer Survey. Fill out the survey and fax it to Dealer Services at 763-323-2506. Once received, a Dealer Services Representative will contact you. This valuable information will help to better understand your needs as a dealer, and partner with you to uncover any additional sales opportunities, drive traffic to your store and increase sales.

Are you an Outfitter? Join today. Call 866.223.9388