



Building Relationships With Your Distributors



Firearms, Optics, Ammo, Cutlery, Accessories

What sets us apart?

Guaranteed® Lifetime Replacement Program

Pass this powerful tool to your customers and gain a competitive advantage

Davidson's has distribution centers in Greensboro, North Carolina, and Prescott, Arizona. This allows us to be able to service the entire country, as fast as possible. Most orders even ship the same day!

Profit booster programs – Free Freight, Priority Allocation, and Extended Terms are just a few of the perks of our Master Dealer Programs. These programs help with your bottom line

What does the day in the life look like for a Firearm Retail Store or even Gun Show Dealers ?

- Advertising
- Inventory levels
- E-Commerce sites
- Promotions
- Cost averaging
- Dealer & consumer rebates
- Traffic volume / Slow or Busy months
- New product lunches
- Do you have a range, offer classes?
- Upcoming events
- Warranty returns / customer issues
- Training front counter staff

Setting up your acct, we should be asking a lot of questions.

As you make changes in your business we need to know

- Are you store front or home based?
- Do you do gun shows?
- What other items do you sell outside of firearms?
- What do you sell, tactical, hunting, both ?
- What type of audience do you sell to?
Demographics (gender, youth, type of employment, military bases, local police agencies)
- Do you have a Range?
- Do you sell class 3?
- Do you offer conceal Carry or any other classes?
- Do you advertise
- Do you have any upcoming events/ annual events

Upcoming Dealer / Consumer Promotions

- LE Programs
- Range Programs
- Master Dealer Programs
- Stocking Dealer programs
- MTP/ MAP Holidays
- Consumer Rebates
- Dealer Rebates
- Free Goods

What is the current market trends

- What is hot what's moving
- What is moving in what part of the country
- When are we seeing hunting firearms moving / ammo (sometimes weather related)
- Narrative on the news
- Fear buying

New product launches

- New products and education on Brand live dates & times
- Allocations
- Feedback from the dealer and consumer level
- Hands on with new products

Questions ???

