



DEALER GROWTH PROGRAM

MT ELK INC.

*Helping Independent Hunting Retailers Increase
Sales & Customer Loyalty*

CALLS THAT WORK SINCE 1985

Prepared for Independent Hunting & Sporting Goods Retailers

WHY INDEPENDENT HUNTING STORES MATTER

Hunters still value expertise.

The most successful hunting stores don't compete against Amazon. They compete by offering the things a warehouse never can — and that's exactly where MT ELK INC. helps dealers win.



Expert Advice

Staff who can answer real hunting questions, not just ring up sales.



Trusted Products

Gear proven in the field, backed by four decades of reputation.



Local Knowledge

Insight into regional game, terrain, and season conditions.



Customer Relationships

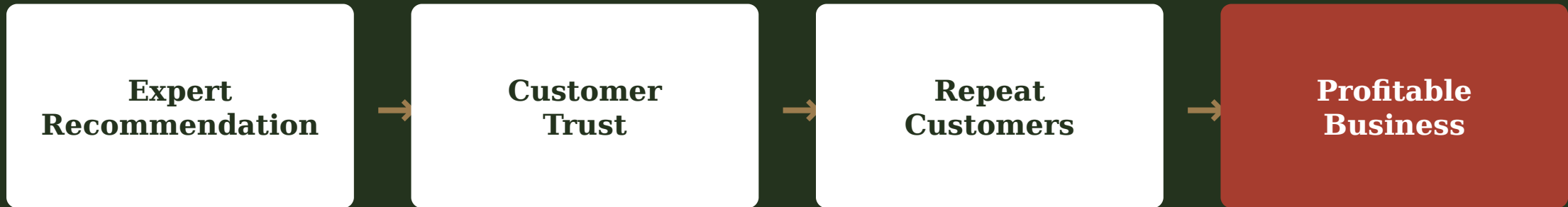
Repeat visits built on trust, not just transactions.

MT ELK INC. helps independent dealers become the first place hunters visit before every season.

WHY HUNTERS BUY FROM LOCAL STORES

“What actually works?”

That’s the question every hunter is really asking when they walk into your shop — and it’s where your staff becomes your greatest advantage.



Every recommendation builds trust. Trust builds repeat customers. Repeat customers build profitable businesses.

THE MT ELK INC. DIFFERENCE

Products built around hunting success — not marketing.

For decades, MT ELK INC. has earned the confidence of hunters through products proven in the field. Our reputation isn't built on advertising — it's built on results. And that reputation transfers directly to our dealers the moment they put our products on the shelf.

1985

YEAR FOUNDED — PROVEN IN THE
FIELD EVER SINCE

3

TIERED DEALER PACKAGES BUILT FOR
ANY STORE SIZE



*A reputation earned in the field —
not in a marketing meeting.*

DEALER PACKAGE OPTIONS

A tiered program built for every store size.

SMALL STORE

\$1,004.20

WHOLESALE INVESTMENT

BEST FOR

Small town sporting goods,
hardware stores, archery shops

MOST POPULAR

MEDIUM STORE

\$2,050 - \$2,300

WHOLESALE INVESTMENT

BEST FOR

Established sporting
goods retailers

LARGE STORE

\$3,800 - \$4,500

WHOLESALE INVESTMENT

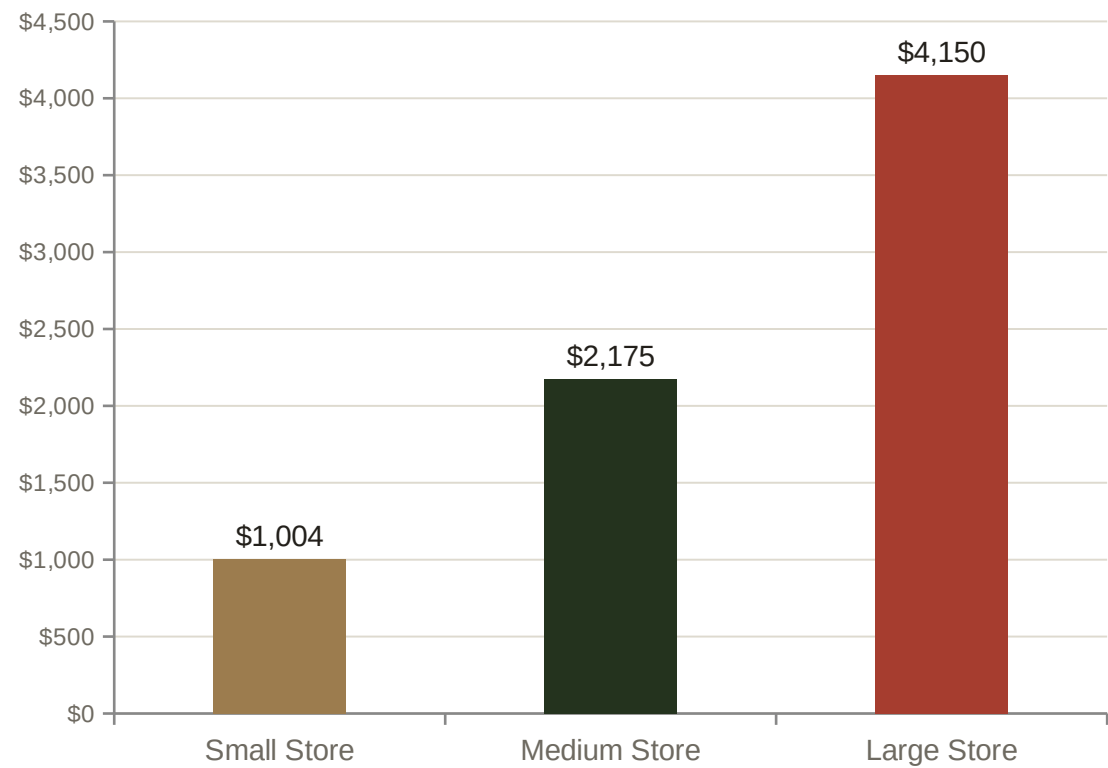
BEST FOR

Destination hunting stores &
high-volume dealers

INVESTMENT & SCALE COMPARISON

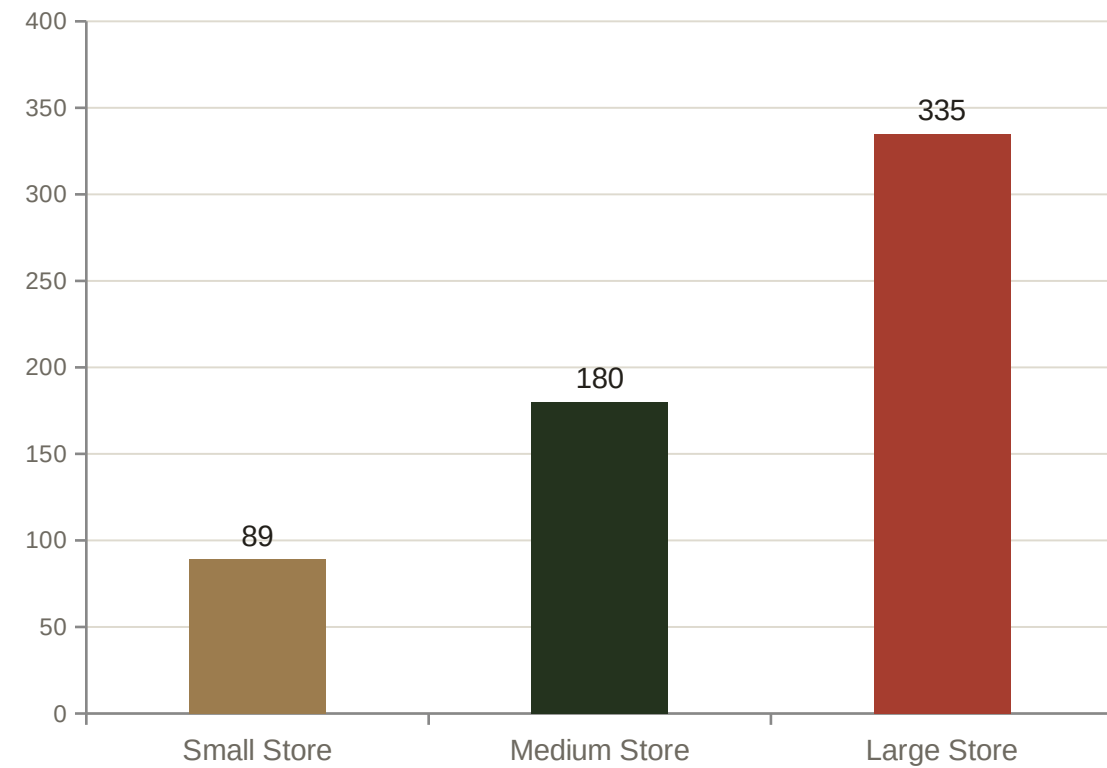
Clear tiers, transparent numbers.

Wholesale Investment by Package



**Medium and Large shown at midpoint of stated range*

Approximate Units Included



**Large Store package includes over 330 units*

DEALER PACKAGE — TIER 1

Small Store Opening Package

\$1,004.20

WHOLESALE INVESTMENT

~89 Units

APPROX. UNITS

\$200

MIN. OPENING ORDER

Ideal for small town sporting goods stores, hardware stores, and archery shops looking for complete product representation without a large up-front investment.

“A balanced inventory that supports customer demand throughout hunting season — without buying random quantities.”

SUGGESTED INVENTORY MIX

PRODUCT CODE	QTY
PWP	6
RBP	3
WH	3
DT	10
C	10
AT	10
PH	6
PB	15
HPB	15
BPB	15
DB	5
CB	5
AB	5
YB	4

DEALER PACKAGE — TIER 2

Medium Store Package

~\$2,150

WHOLESALE INVESTMENT

~180 Units

APPROX. PRODUCTS

\$2,050-
\$2,300

INVESTMENT RANGE

Ideal for larger sporting goods stores, regional hunting retailers, and locations with higher seasonal foot traffic that need deeper stock across the full line.

“Double the inventory depth of the Small Store tier — built for stores with established, repeat hunting traffic.”

SUGGESTED INVENTORY MIX

PRODUCT CODE	QTY
PWP	12
RBP	6
WH	6
DT	20
C	20
AT	20
PH	12
PB	30
HPB	30
BPB	30
DB	10
CB	10
AB	10
YB	8

DEALER PACKAGE — TIER 3

Large Store Package

~\$4,000

WHOLESALE INVESTMENT

330+ Units

APPROX. PRODUCTS

\$3,800-
\$4,500

INVESTMENT RANGE

Perfect for destination hunting retailers and high-volume dealers who want full shelf dominance and maximum depth across every product line.

“Full shelf dominance across every product line — the complete MT ELK INC. assortment, in depth.”

SUGGESTED INVENTORY MIX

PRODUCT CODE	QTY
PWP	18
RBP	9
WH	9
DT	30
C	30
AT	30
PH	18
PB	45
HPB	45
BPB	45
DB	15
CB	15
AB	15
YB	12

WHY THIS MIX WORKS

Every package is engineered — not guessed at.

Instead of buying random quantities, dealers receive a balanced inventory developed to move product and build category confidence all season long.



Complete product representation across the full catalog



Strong, professional shelf appearance from day one



Inventory depth on top-selling, proven products



Easy employee training with a manageable core lineup



Fast inventory turnover through hunting season



Lower out-of-pocket investment than building stock item-by-item

THE DEALER ADVANTAGE



Successful hunting stores don't sell products. They sell confidence.

When customers know your staff can answer questions and recommend products that actually work in the field, sales increase naturally — without discounting, without gimmicks.

CONFIDENCE COMPOUNDS

Expert Advice

Builds instant credibility

Trusted Gear

Reduces buyer hesitation

Real Results

Drives repeat visits

BEYOND INVENTORY

A full partnership — not just a shipment.

MT ELK INC. believes in helping dealers succeed well beyond the initial order.



Dealer Pricing

Margin-friendly wholesale tiers built for retailers.



Product Education

Deep training on every item in the lineup.



Marketing Support

Co-branded materials to help drive foot traffic.



Proven Hunting Techniques

Field-tested know-how your staff can pass on.



Customer Service

Responsive support for you and your customers.



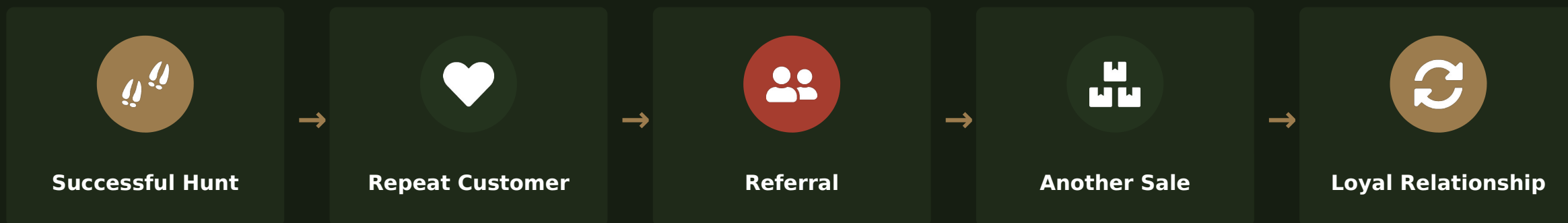
Training Resources

Tools that make onboarding new staff simple.

BUILDING LIFETIME CUSTOMERS

One successful hunt creates a cycle of growth.

Helping hunters succeed today builds your business for years to come.



...and the cycle repeats, season after season.

WHY MT ELK INC.

A partner focused on your success.

When dealers partner with MT ELK INC., they're partnering with a company focused on helping independent retailers remain competitive in today's marketplace. Our objective is simple.



Help You Sell More

A proven, balanced product mix that moves off the shelf.



Help Customers Hunt Successfully

Field-tested products your staff can stand behind.



Help Your Business Grow

Ongoing support that compounds season after season.



THANK YOU

MT ELK INC.

Calls That Work.

www.elkinc.com

Livingston, Montana