



Purchasing Strategies

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- Why using pre-season orders are critical to the health of your business.

- What you need to be successful at writing and managing your pre-season orders.

- Understanding and making the most of vendor program sheets.

- Organizational tools for managing and tracking orders.

- Top five reports for owning pre-season orders and edits.

Agenda

Why do pre-season orders deserve your attention?

- ▶ Best way to increase margin and drive profitability for your business.
- ▶ Often pre-season order are the only way to secure new or in demand products for you customers.
- ▶ A well-planned pre-season calendar will spread out and reduce your accounts payable.
- ▶ Improves your relationships with key vendor partners.
- ▶ Makes you a “Pro” at everything else
 - ▶ Inventory management
 - ▶ Markdown strategies
 - ▶ Understanding your key metrics
 - ▶ The list goes on

How do pre-season orders improve profitability?

- ▶ The difference between pre-season order margin and ASAP order margin can be over 20%!
 - ▶ Try and secure most of your product via pre-season orders, 80% vs 20%.
 - ▶ Strive for the highest dealer level you can when writing pre-season orders, higher level equals better terms.
 - ▶ Best way to improve your dealer level, reduce your vendor list!
- ▶ How to reduce your vendors list!
 - ▶ Sales history
 - ▶ Demand (customer and staff)
 - ▶ Quality of the product
 - ▶ Availability of the product
 - ▶ Is it cool?
 - ▶ Dealer support

What is needed for success in buying?

- ▶ Organization is key!
 - ▶ Not a job for post it notes!
 - ▶ In one day, you may be writing pre-season orders, submitting ASAP orders, working on pre-season edits, checking on customer special orders, implementing price changes, and outfitting customers.
 - ▶ There are tools for managing the chaos.
 - ▶ Buy Sheet
 - ▶ ASAP Order Tracker
 - ▶ Missed Sale sheet
- ▶ Understanding of your business's metrics and reporting tools.
- ▶ Clear picture of what your customers need.
- ▶ Know how to read vendor programs and make them work for your business needs.

Hardgoods vs Soft Goods

Hardgoods

- ▶ Writing for an entire year
- ▶ Long shelf life on this product, often four to seven years.
- ▶ Never want an empty spot, always in stock.
- ▶ Can feel stale over time, if you do not make changes.

Softgoods

- ▶ Writing for a season
- ▶ Short shelf life on this product, often on sale by the end of the season.
- ▶ Want to sell out!
- ▶ One of the best ways to keep your business new and interesting to your customers. Changes every season!

Soft Goods Program Sheet

- Program level
 - Volume requirement
 - Terms, both pre-season and ASAP
- Program dates
 - Due date
 - Shipping window
 - Pricing update
- Shipping
 - Who covers shipping?
 - Shipping backorders
- Adjustments
 - Lead time
 - % change allowed
- Special programs

Spring 2026 // Sales Program

Standard Program

Vendor S	Margin
Footwear, Clothing, Bags, Accessories, Hats	50%
Waders, Wading Accessories, Wading Footwear	43%

Program	Preseason Volume	Preseason Terms	ASAP Terms
Bronze	\$5,000 - \$29,999	4% 60, Net 90	Net 30
Silver	\$30,000 - \$79,999	6% 60, Net 90	Net 60
Gold	\$80,000+	8% 60, Net 90	Net 90

Spring 2026 Program

Product Availability:

Vendor S is focused on delivering complete orders and on time. When a product is oversold, available inventory will be awarded on a first-in-first-out basis to dealers in good credit standing. Priority will be established on the earliest order receipt date. Vendor S cannot guarantee product availability for ASAP orders.

Program Dates:

- Spring 2026 preseason order due July 18, 2025
- Shipment dates January 5, 2026 – June 12, 2026
- Pricing and terms are valid January 1, 2026- July 31, 2026

Preseason Shipments:

- Free ground shipping will be awarded to all preseason backorders
- Vendor S reserves the right to ship preseason orders 7 days prior to or post to requested ship date
- Backorders will ship automatically based on set dealer cancel date

Preseason Adjustments

- Order Adjustments must be submitted to Vendor S 30 days prior to requested ship date.
- Adjustments over 15% will result in a loss of preseason terms for that order

Sportswear Program:

- Purchase minimums and terms:
 - o 75- 124 Units: Terms 10% 60 Net 120
 - o 125+ Units: Terms 15%60 Net 120
 - o Free Shipping for order of 125+ units
- Shipment Dates:
 - o January 5, 2026- May 1, 2026

Hardgoods Term Program Sheet

- Program level
 - Volume requirement
 - Terms, both pre-season and ASAP
- Program dates
 - Due date
 - Shipping window
 - Pricing update
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 - Who covers shipping?
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 - Shipment limit?
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Vendor L
2026 Domestic U.S Program

Pricing:

Pricing is effect starting Oct. 1st, 2025

Please update your system with all 2026 pricing by Oct. 1st, 2025

Preseason Levels

Standard wholesale is 35% margin.

Product will ship at the pricing level earned by the total preseason order.

Level	Volume	Preseason Reels	Fill In Reels	Preseason Rods	Fill In Rods
4	>\$15,000	52%	48%	60%	50%
3	>\$10,000	49%	45%	60%	50%
2	>\$5,000	46%	42%	55%	45%
1	>\$2,500	43%	40%	55%	45%

Order a minimum of 20 rods and receive free freight on that preseason ship date!

Terms

Preseason Terms:

Net 60 – for all levels (must have terms to qualify)

Fill In Terms:

Net 30 (must have terms to qualify)

Preseason Dates:

Preseason orders must be submitted no later than Nov. 1, 2025 to qualify for the seasonal margin discount.

Orders must ship between Nov. 1 2025 – Sept. 30 2026

Preseason Shipments:

Four preseason shipments per account.

Any change to preseason orders must be made at least 14 days prior to the scheduled shipment date.

Vendor	Shop	Notes	Shipping	Terms	Edits		January	February	March	April	May	June	July	August	September
Buff	Laction C	Split between all locations	Dealer Account	P/S Silver 5% 60, NET 61	20 Days, 5% adjustment	Ship Date		3/16/2026		5/18/2026					
						PO Number		SP261		SP262					
						Original Invoice Amount		\$ 1,380.00		\$ 1,380.00					
						Revision Amount		\$ 1,380.00		\$ 1,793.67					
Darn Tough	Loaction A		Dealer Account	SP25 7% 60	4 weeks, 20%	Ship Date			4/1/2026		6/30/2026			9/1/2026	
						PO Number			ASP261		ASP262		AFA56		
						Original Invoice Amount			\$ 660.00		\$ 6,660.00		\$ 660.00		
						Revision Amount			\$ 660.00						
Darn Tough	Location B		Dealer Account	SP25 7% 60	4 weeks, 20%	Ship Date			4/1/2026		6/30/2026			9/1/2026	
						PO Number			BSP261		BSP262		BFA26		
						Original Invoice Amount			\$ 1,533.00		\$ 1,533.00		\$ 2,082.00		
						Revision Amount			\$ 1,533.00						
Darn Tough	Location C		Dealer Account	SP25 7% 60	4 weeks, 20%	Ship Date	2/1/2026			5/1/2026				9/1/2026	
						PO Number			CSP261		CSP262		CFA26		
						Original Invoice Amount	\$ 2,982.00			\$ 2,217.00		\$ 654.00			
						Revision Amount	\$ 2,982.00			\$ 1,986.00					
Simms	Loaction A	SP26 Sports Program	Free Shipping over 125 Units	15% 60, NET 120	20 Days, 20%	Ship Date		3/23/2026						9/15/2026	
						PO Number			ASPORT26				AINSUL26		
						Original Invoice Amount			\$ 2,646.00			\$ 4,646.00			
						Revision Amount			\$ 2,556.52						
Simms	Location B	SP26 Sports Program	Free Shipping over 125 Units	15% 60, NET 120	20 Days, 20%	Ship Date		3/23/2026						9/15/2026	
						PO Number			BSPORT26				BINSUL26		
						Original Invoice Amount			\$ 5,555.00			\$ 7,876.00			
						Revision Amount			\$ 5,055.60						
Simms	Location C	SP26 Sports Program	Free Shipping over 125 Units	15% 60, NET 120	20 Days, 20%	Ship Date		3/23/2026						9/15/2026	
						PO Number			CSPORT26				CINSUL26		
						Original Invoice Amount			\$ 2,646.00			\$ 3,842.00			
						Revision Amount			\$ 2,646.00						

Buy Sheet,
Most
Important
Tool

ASAP Order Tracker

- Patterns in ASAP orders will alert you to preseason opportunities.
 - Write a pre-season
 - Add more ship dates to your pre-season
 - Adjust ship dates
 - Will also tell you when you write a strong pre-season
- What if a pre-season is not available from the vendor?

Vendor	P/S	Notes	Jan.	Feb.	Mar.	Apr.	May	Jun.
Buff	yes						5/12/2026	
							\$2574.79	
Buck Knives	no	New Vendor 2026		2/17/2026	3/18/2026			
				\$ 783.45	\$ 884.24			
Simms	yes							
Raven Spit Shot	no	No P/S Allowed		2/10/2026				
				\$3,842.45				

Missed Sale List

- ▶ Available to all staff
- ▶ All reasons for a missed sale go into the list
- ▶ Helps to catch product assortment gaps
- ▶ Also a great staff training tool!

Employee Name	Date	Location	Reason For Missed Sale	Action
Ben	3/18/26	C	Customer asked if we carried Fulling Mills Tippet, he left when we told him we did not have it	Spoke with Ben about the request for Fullingmill tippet. Reviewed alternative options with Ben to share with customers next time. -AE
Don	3/26/26	C	Yeti Hat	We have Yeti hats shipping 4/5/26 -AE
Ashley	3/29/26	D	Simms Freestone Z waders , XXL	Simms is discontinuing the Freestone Z waders, reviewed alternatives with Ashely. -AE
Eric	4/6/26	B	Freestone Wading Pants in M	Moved inventory from location A -AE
Brenton	4/15/26	E	No ESN Reels	ASAP order placed for all shops 4/16/26 -AE
Connor	5/5/26	A	Customer was heading on a tarpon trip, did not know how to rig the customers reel	Scheduled saltwater reel rigging training with location A staff fro 5/5/26 -AE

On Hand Inventory Report

Product Title	Variant Title	SKU	Product Type	Product cost	Location A	Location B	Location C	Location D	Total Inventory
Turtlebox Ranger Outdoor Bluetooth Speaker	River Rock	TB-RANG-G1-RVR-DLR-4	Electronics	170.00	1	1	0	1	3
Turtlebox Ranger Outdoor Bluetooth Speaker	Orange	TB-RANG-G1-ORG-DLR-4	Electronics	170.00	1	2	0	1	4
Turtlebox Ranger Outdoor Bluetooth Speaker	Ivory	TB-RANG-G1-IVR-DLR-4	Electronics	170.00	1	2	2	1	6
Turtlebox Ranger Outdoor Bluetooth Speaker	Tan	TB-RANG-G1-TAN-DLR-4	Electronics	170.00	1	2	0	1	4
Turtlebox Ranger Outdoor Bluetooth Speaker	Gray	TB-RANG-G1-GRAY-DLR-4	Electronics	170.00	1	1	2	1	5
Turtlebox Gen3 Outdoor Bluetooth Speaker	Thunderhead Gray	TBG3-TG	Electronics	300.00	0	1	1	0	2
Turtlebox Gen3 Outdoor Bluetooth Speaker	Field Tan	TBG3-FT	Electronics	300.00	0	1	0	0	1
Turtlebox Gen3 Outdoor Bluetooth Speaker	Orange / White	TBG3-OW	Electronics	300.00	0	0	1	1	2
Turtlebox Gen3 Outdoor Bluetooth Speaker	Original Green	TBG3-OG	Electronics	300.00	0	2	0	1	3
Turtlebox Gen3 Outdoor Bluetooth Speaker	White	TBG3-W	Electronics	300.00	1	0	1	0	2
Grand Total					6	12	7	7	32

Vendor Sales

Product Vendor	Product Title	Variant Title	Variant SKU	Product Type	Net Quantity	Net Sales	Cost
YETI	YETI Tundra 45 Cooler Limited Edition Red White Blue	Red White Blue	1004540005	Coolers	1	210.00	126.00
YETI	YETI Tundra 45 Hard Cooler	Moon Dust	10045450012	Coolers	2	325.00	195.00
YETI	YETI Tundra 45 Hard Cooler	Wetlands Camo	10045450011	Coolers	3	945.00	567.00
YETI	YETI Flask	Black Stone	21071507495	Gifts	3	150.00	60.00
YETI	YETI Shot Glasses with Carrying Case	Black Stone	21071507496	Gifts	2	100.00	60.00
YETI	YETI Camino Carryall 35	Fog Gray / Blue	26010000632	Luggage	2	320.00	192.00
YETI	YETI LoadOut GoBox 1 Gear Case	Charcoal	26010000499	Luggage	1	65.00	39.00
YETI	YETI Floral Print Baseball Cap Sale	Navy	21023005047	Mens Socks Hats & Gloves	1	26.92	12.50
YETI	YETI PENN STATE Rambler 20 oz Tumbler with MagSlider Lid	Penn State Logo	28000006242	Water Bottles & Hydration	4	180.00	108.00
YETI	YETI Rambler 1 Gallon Jug	Black Forest Green	21071505869	Water Bottles & Hydration	2	260.00	156.00
YETI	YETI Rambler 10 oz Lowball 2.0 with Magslider Lid	Wetlands Camo	21071505877	Water Bottles & Hydration	1	30.00	18.00
YETI	YETI Rambler 10 oz Stackable Lowball with DuraSip Ceramic Lining	Ridgeline CL	21071508863	Water Bottles & Hydration	1	17.50	10.50
YETI	YETI Rambler 10 oz Wine Tumbler with DuraSip Ceramic Lining	Sea Stone	21071508022	Water Bottles & Hydration	1	30.00	18.00
YETI	YETI Rambler 12 oz Colster Can Cooler	Black Stone	21071507491	Water Bottles & Hydration	1	25.00	15.00
YETI	YETI Rambler 12 oz Colster Can Cooler	Cape Taupe	21071503583	Water Bottles & Hydration	1	17.50	10.50
YETI	YETI Rambler 12 oz Colster Can Cooler	Navy / White / Badge	21071508956	Water Bottles & Hydration	1	30.00	18.00
Grand Total					27	2,731.92	1,605.50

Vendor Sales With Date

Product Vendor	Product Title	Variant Title	Variant SKU	Month	Net Quantity	Net Sales	Cost
Turtlebox	Turtlebox Gen2 Outdoor Bluetooth Speaker	Field Tan	TBG2-FT	Jul 2025	1	430.00	300.00
Turtlebox	Turtlebox Gen2 Outdoor Bluetooth Speaker	Orange / White	TBG2-OW	May 2025	1	399.00	266.00
Turtlebox	Turtlebox Gen2 Outdoor Bluetooth Speaker	White	TBG2-W	Jun 2025	1	430.00	300.00
Turtlebox	Turtlebox Gen3 Outdoor Bluetooth Speaker	Field Tan	TBG3-FT	Aug 2025	1	399.00	266.00
Turtlebox	Turtlebox Gen3 Outdoor Bluetooth Speaker	Thunderhead Gray	TBG3-TG	Aug 2025	1	399.00	266.00
Turtlebox	Turtlebox Ranger Outdoor Bluetooth Speaker	Gray	TB-RANG-G1-GRAY-DLR-4	Aug 2025	3	690.51	435.00
Turtlebox	Turtlebox Ranger Outdoor Bluetooth Speaker	Gray	TB-RANG-G1-GRAY-DLR-4	Jun 2025	4	1,000.00	580.00
Turtlebox	Turtlebox Ranger Outdoor Bluetooth Speaker	Ivory	TB-RANG-G1-IVR-DLR-4	Aug 2025	1	225.00	145.00
Turtlebox	Turtlebox Ranger Outdoor Bluetooth Speaker	Ivory	TB-RANG-G1-IVR-DLR-4	Jun 2025	3	725.00	435.00
Turtlebox	Turtlebox Ranger Outdoor Bluetooth Speaker	Orange	TB-RANG-G1-ORG-DLR-4	Aug 2025	3	754.29	435.00
Turtlebox	Turtlebox Ranger Outdoor Bluetooth Speaker	River Rock	TB-RANG-G1-RVR-DLR-4	Aug 2025	5	979.29	725.00
Turtlebox	Turtlebox Ranger Outdoor Bluetooth Speaker	River Rock	TB-RANG-G1-RVR-DLR-4	Jul 2025	1	250.00	145.00
Turtlebox	Turtlebox Ranger Outdoor Bluetooth Speaker	River Rock	TB-RANG-G1-RVR-DLR-4	Jun 2025	4	975.00	580.00
Turtlebox	Turtlebox Ranger Outdoor Bluetooth Speaker	Tan	TB-RANG-G1-TAN-DLR-4	Aug 2025	2	500.00	290.00
Turtlebox	Turtlebox Ranger Outdoor Bluetooth Speaker	Orange	TB-RANG-G1-ORG-DLR-4	Jun 2025	4	975.00	580.00
Turtlebox	Turtlebox Ranger Outdoor Bluetooth Speaker	Tan	TB-RANG-G1-TAN-DLR-4	Jun 2025	4	900.00	580.00

Sales By Product Type With Vendor

Product Type	Product Vendor	Net Quantity	Net Sales	Discount	% Of Total
Leaders & Tippet	RIO	2163	24,701.59	-1,467.52	59%
Leaders & Tippet	Cortland	407	6,842.82	-809.69	16%
Leaders & Tippet	Scientific Anglers	388	4,551.62	-322.24	11%
Leaders & Tippet	Umpqua	202	2,995.88	-275.10	7%
Leaders & Tippet	Trout Hunter	141	2,554.26	-188.39	6%
Grand Total		3301	41,646.17	-3,062.94	

Projected Three Week Inventory

Product Vendor	Product Title	Variant Title	Variant SKU	Product Tags	Inv quantity	Net Quantity Sold	Projected 3 Week Inventory
Black Diamond	Black Diamond Oval Keylock Screwgate Carabiner	Black	BD2102080002KALL1		6	1	5
Chums	Chums Slip Fit	Solids	000298101052		2	2	0
Chums	Chums Slip Fit	Fires	000298101052		2	1	1
Howler Brothers	Howler Brothers Trucha Aperture Tech Strapback Hat		161025S-NAV	Hat, Hats, Spring25	2	1	1
Howler Brothers	Howler Brothers Gaucho Snapshirt	M / Enter the Dragons	120726S-ENT	Mens, Spring26	3	2	1
Howler Brothers	Howler Brothers Unstructured Snapback Hats	Osprey Prey : Black Twill	160525F-OSP	Hat, Hats, Spring26	1	2	-1
Maxima	Maxima Leader Spool - Clear	10lb		Tippets	4	1	3
Maxima	Maxima Leader Spool - Clear	12lb		Tippets	4	1	3

Thank you!

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