



BUY LOCAL



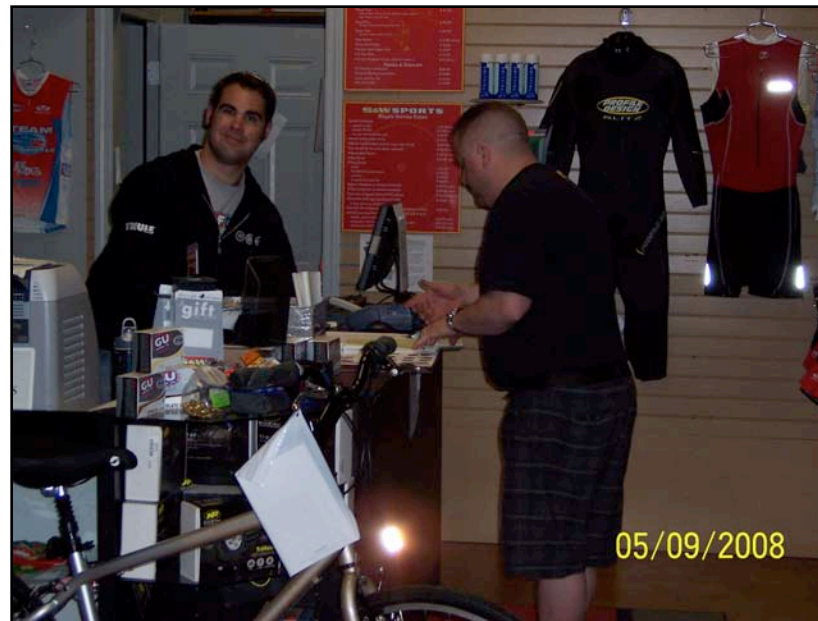
GET BETTER SERVICE FROM YOUR LOCAL BUSINESSES:





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- S&W Sports has always tried to hire people passionate about the products and services they are selling.
- They get to know the customer and their goals to ensure that they get the right goods and services the first time.
- Happy customers are the best advertising!



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- We pride ourselves in the services we provide:
 - Custom ski boot and bicycle fittings.
 - Ski, snowboard, and bicycle tune ups

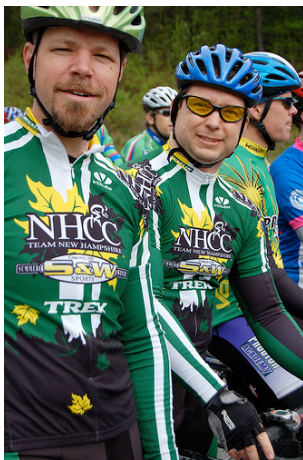


GET BETTER SERVICE FROM YOUR LOCAL BUSINESSES:

- Big Box Stores do not offer any services of this kind.
 - Typically do not have knowledgeable sales staff



INVEST IN THE COMMUNITY:





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- In today's ever-changing world, it is hard to know where to put your precious advertising dollar.
 - Traditional Advertising (print/radio) vs. investing in the community; sponsoring local events
 - Winner! Investing in the community comes back in a much bigger way.



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- If I run an ad on a local radio station or newspaper, probably advertising that something is on sale
 - First, I have discounted the item and then spent additional money on the ad
 - This means that I need to sell "x" amount just to break even.



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- If I donate something, typically something that I have a plethora of:
 - It costs me only the item.
 - The exposure to that event or charity will impact the members and keep S&W top of mind when they are in the market for our services.



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