

Othmar Vohringer

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Freelance Outdoor Writer - Seminar Speaker - Hunting Education Instructor - Hunting Strategy Consultant - Animal Behaviourist

Outdoor Retail Stores Events

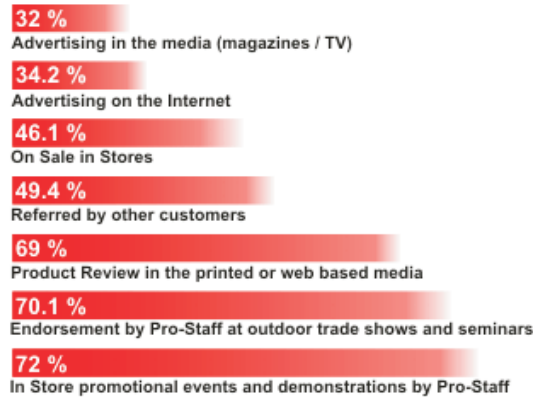


Mini seminars and workshops are a highly effective product sales tool. I've created specialized product, hunting strategy, game calling, scent lure usage and other mini seminars and workshops in which I demonstrate your products.

An independent customer survey (graph below) shows that products demonstrated on a store event by a professional are a big motivation to purchase said product. Besides the product selling effect of such events customers appreciate the additional hunting and product usage tips and hands-on demonstrations. Through the years of conducting such in-store-events I have experienced that customers look forward to such events and store owners report to me that such events increased customer loyalty.

Survey Question:
Which of the following promotions would motivate you to purchase a product?
(Multiple answers possible.)

Below are the results of an Internet survey of over 4000 hunters from the USA and Canada



To learn more about the positive impact such in-store events have on your business and what I can do for you contact me today.

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Event Bookings: Please note that Othmar Vohringer attends many events each year and all of them are scheduled many months ahead. It is best to inquire at least four months ahead of your planned event.

www.othmarvohringer.com