



National Sport Sales, Inc

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Services

➤ Manufacturers Representatives

➤ Sales Management

➤ Distribution

Manufacturers Representatives

National Sport Sales, Inc represents selected manufacturers to a specific clientele. We are not a traditional territory based group, but rather we call on the largest retailers in the USA, and the best independents. We provide channel management services and help manage your relationship with key retailers in our industry. Though we specialize in Sporting Goods, we also have been working with select Hardware accounts across the country.

Manufacturers Representatives

NSS's experience as both salespeople, and management gives us a different perspective on business than many other rep groups. We understand both sides of the equation, and can help in ways that many other groups cannot. We understand what it takes to both make sales calls as a rep, and to protect our Manufacturers Positions.

Because of our Nationwide footprint, we tend to have a broader idea of what works in the market. We realize that the country is large, and items that sell in one area, may not work in another. Understanding the product mix and how it all comes together is a strong suit for National Sports.

We do not call on all classes of trade. Our focus is on Chain stores and Buying groups. These reflect the vast majority of sales for most brands and allows us to be cost effective. However as we've moved into distribution, we have started adding a number of independent dealers to our customer list.

Manufacturers Representatives

Whereas most other Nationwide groups have as many as 3 or 4 dozen lines, we represent very few brands to our customer base. This allows us to present each one in a more comprehensive manner.

Trade shows: we attend SHOT, ATA, ICAST, IWA, NBS, WWD, Outdoor Retailer, Mid-States, Sports, Inc, NABA and other shows as needed.

Product Categories: We represent products in the Hunting, Fishing, Marine, Law Enforcement, Paintball, Airsoft, Knife, OEM and Pet markets.

E-Commerce- In addition to Brick and Mortar stores, we also have solid relationships with many larger E-Com websites. We provide over 45,000 items to E-Com business's around the globe.

Account Base

Mass Merchants: Wal-Mart, Walmart.com, Amazon.com, Amazon.CA

Sporting Goods Majors: Dick's, Big 5, Academy, Dunham's, Cabela's/Bass Pro, Scheel's, Sportsman's Warehouse, Turners

Hardware: Menards, Rural King, Home Depot, Lowes, Mills, Do it Best, ACE, True Value, Tractor Supply, CAL Stores

Buying Groups: NBS, Sports Inc, Worldwide Dist, Mid-States, ARRO, NABA

Distributors: Maurice, Sportsman's Supply, Green Supply, Davidson's, RSR, Big Rock, Kroll, ACK, LLC

Brands Represented



Distribution

In late 2015 we added a distribution component to our business.

For manufacturers that do not have the volume opportunity to sell to Wal-Mart, or the logistics for Amazon- we offer a warehouse distribution center along with Vendor accounts at a number of major retailers, which allows us to get your products into the National Chain's websites.

In some cases, we are drop -shipping products for these chains to end users, offering you additional exposure.

In our experience, we are the only Rep Organization that also offers this opportunity for foreign firms, and smaller US based companies. This can also allow you to have your products sold on Amazon, without doing it directly- and keeping the price higher than if you sold them directly.

Distribution

In 2017 we doubled our warehouse capacity and expanded our distribution Footprint to bring in additional merchandise.

US Brands Distributed: Carlisle Paddles, Ocean kayak, Life-Time Paddlesports, Woodstock Line Company, Aquatabs, Icon Lifesaver Systems, Ragim Archery, ASG Air guns, Extrasport Life Jackets, Dura Safe Trailering & Marine Locks, Glacier Glove, Adaptive Tactical, Copper Basin, Mossberg Accessories, Tippmann Airsoft, GI Sportz, D3fy Paintball equipment, WPN Paintballs.

Brands we Import: Ragim Archery, Norica Air guns, Aquatabs

In 2018 we switched from being Ragim's Sales Management team in the USA, to the exclusive Distributors of Ragim for the USA. We are responsible for all sales and marketing of Norica products in the US.

Distribution

One advantage to our distribution platform is that we are able to offer drop shipping for manufacturers that don't want to handle it themselves. This has allowed us to get new items started more quickly than is usual in the current Amazon model.

For one of our manufacturers, we were able to get Amazon to stock 35 new items without the usual wait for page views. This allowed to turn these items into top sellers much more quickly than following the normal procedure.



Brands Distributed



Sales Management

Each member of our staff has worked with multiple manufacturers and is well versed in developing the needed strategies to build a brand and increase exposure. Our experience can help you bring your dream to fruition.

We've worked with most every major retailer in the US and understand their needs and concerns. Our company helps tie together your needs as a manufacturer, and the retailers needs for supply chain management. We can guide you thru the maze of rules and procedures and offer you a short cut to success.

If you have a brand that has been successful elsewhere in the world, and would like to now compete in the US- we can help arrange everything you need to be successful here.

Staff

Mike Clark- Principal- 10+ Years retail management, 21 Years as a Manufacturers representative, 8 Years as VP Sales

Jonnie Scobell- East- 15 Years sales experience incl 5 years as Director of Sales, and 5 years as Director of Operations

Matt Clark- Hardware background, 4 years as a manufacturer's representative

Jeannie Clark- Office & Warehouse Manager

Contact Info

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