



Networking with Orvis Retail Stores

Orvis operates 60+ stores across America in key markets: <http://www.orvis.com/intro.aspx?subject=2232>. Our retail stores specialize in providing customers with the best in service and products surrounding the sporting traditions and “Orvis Adventures” of an active outdoor lifestyle. These locations present an opportunity for our Orvis Endorsed partners to network with store associates and customers involved in Fishing/Wing Shooting, or those interested in getting involved in these sports.

We recommend interaction with our stores take place directly. Identify markets in which you are interested in generating a stronger following (Texas, New York, California, etc.), and cross-reference addresses of your current customer base with our store list. All of our stores welcome ELOG operations to participate in in-store events, such as new store Grand Openings, spring and fall Orvis Days, and FF101/201/301 events; it is simply a matter of coordinating with the stores. Contact the store and introduce yourself and your operation to our store manager and fishing department manager (names are listed on individual store pages under “Store Personnel”). Weekends are the busiest days in retail stores, so weekdays are best to call or stop by for a visit.

We also recommend that endorsed partners include a combination of in-store presentations and incentive programs for individual associates in networking with stores.

In store presentations should be focused on your resources (fishery or hunting grounds) with information available regarding the services you provide. Ensure your presentation is visual in nature and uses imagery to help sell your destination and services. A picture is worth 1,000 words. Invite your existing customers to in-store presentations! Having a live testimonial will help close a deal with a potential future customer.

In addition, offering store associates an incentive, such as a free space on a “hosted” trip or referral fees for successful bookings, has been successful for many of our endorsed partners.

A reality of the retail industry is turnover in store staff. It is up to you to cultivate relationships with stores and ensure associates understand your individual programs and opportunities, and keep you top of mind for customer referrals.

If you are not able to attend store events for a presentation, reach out to store managers and fishing managers to personalize the contact, and follow up by sending current brochures so stores have the tools needed to send potential clients your way. Stay in contact with stores via monthly e-letters containing fishing/bird reports, phone calls with stores, or sharing content via facebook or Instagram. Remember, this is an opportunity to present your operation to Orvis sales associates as well as potential customers.