

a. Ammunition – The approach must use the “**Street System**” with heavy emphasis on product education. We want our customers to know we have a **complete line** of proven duty and training ammunition, in **whole system** terms, meaningful to law enforcement, and then educate them in the features and benefits.

1. “Street System” – By **naming** our complete longarms and ammunition line in terms that law enforcement can identify with, we describe the whole system that serves LE officers both on the street and in their training for the street. This is a powerful image of a complete and tested ammunition system based in real world situations...what works on the street and in their preparation for the street.

2. Duty and Training (Education) – We must then further break it down into “duty and training” to hi-light each part with call-outs, features, and benefits. We educate in the main features. The question is, “What do they need to know to sell their Chief?”

b. Longarms – We must push our longarms as the LE standard in shotguns and bolt action rifles with an emphasis on their individual features.

1. Longarms – Push our longstanding history (870, 11-87, and 700) that officers have depended upon for decades and then present what’s new with the 870 MAX package and the new 7615 pump action, detachable magazine fed rifle.

2. Individual Features – We then emphasize all the individual features that make our longarms the best for LE use. Our features must stand-out in our customers’ minds, so we make them stand-out in our sales materials. Features are shown in crystal detail in front of ghosted images of the longarms they go on.

4. Force Multiplier – We have a finite group of company people and distributors which requires the sales tools to act as “force multipliers” to be able to reach a much larger percentage of our target audience. The full line catalog is used for particular purposes, while tri-folds (one for ammunition and one for longarms) can be sent out like popcorn their so inexpensive to produce and they can also be e-mailed.

5. Tag Line – Need an overall “tag line” to put everywhere that shows who we are and what we do. We must tag an “image” of what our products can do for LE officers. (Two of my favorite examples of unique tag lines: Camlebak’s – “Hydrate or Die” and H&K’s – “In a World of Compromise...Some Men Don’t.”)

a. What Are We Selling to the LE Community – We must use these few words to define what we are selling and an image that we want our customers to take away.

b. Some Tag Line Thoughts – Listed below are some tag lines thoughts that try to connect an image with Remington LE products. I focused on “impact” and then “real impact power” as image builders in these possible tag lines.

1. Situations Change...Your Impact Power Shouldn’t
2. IMPACT When You Need It Most
3. The Impact You Need...When Your Training Kicks In
4. Fight Stopping IMPACT
5. Deliver Real Impact Power
6. Feed ‘Um a Ballistic Sandwich (just kidding)