

FULL LINE LE CATALOG SET-UP AND FLOW

* Central Thoughts on Set-Up, Direction, and Flow

Any LE catalog must provide a logical information pathway that hi-lites features and benefits, educates, directs, and creates a call to action for the prospective customer. The catalog must be taken as a whole in creating this important sales tool. Some catalog musts are listed below.

* **Create an LE Look, Feed and Texture** for the precise target audience. Everything must look real, nothing fake. The art work and pictures must be compelling...something they would want to look at not just once, but a number of times and show others.

* **Clearly Show Products Benefits and Features** in a **logical order** that increases their **ability to pick up information** and provides **direction flow** that leads the prospective customer. Must be **CLEAR, LOGICAL, and DIRECTIONAL**.

* **Information Pickup Ability** – The ammunition information maze is a hard one to negotiate if it is not logically presented with the main points shown in **Stand-Out** form. Eye scan pick-ups are very important as they will momentarily grab the prospective customer and hopefully hit a **need requirements mechanism** that will speak to him. "I Need That."

* **Directional Flow** – The prospective customer must be lead along from point A to point Z in the direction of creating a Call to Action (to take the next step of seeking more information). This is accomplished in the material, but designing it to lead the prospective customer through logical points to the undeniable conclusion that the grouping of products are very important to their mission.

* **Stand-Outs, Hooks, and More Stand-Outs** are necessary to make the information easily understood, show benefits and features, cement them in, and create compelling needs fulfillment.

* **Create a Call to Action is the Most Important of All** as if they call seeking more information we get a chance at them. "They Must Take the Next Step."

* **View Point Is Everything** – Everything must be viewed from the prospective customer's point-of-view. The view must NOT be what we, industry people, know, but from what the prospective customer must work with to gain knowledge and make decisions.