

# WHAT ROLE IS TECHNOLOGY PLAYING IN YOUR BUSINESS THESE DAYS?

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**BRIAN PEPPER, UNIVERSAL ATHLETIC, BOZEMAN, MT**

Huge. Being able to figure out how the technology can help you is the biggest challenge here.

**JERRY WILLIAMS, SCHUYLKILL VALLEY SPORTS, POTTSTOWN, PA**

*From online stores to online ordering to the latest hardware, whatever method our IT department comes up with to maximize efficiency.*

→ We will take a more aggressive stance soon. The ability to communicate via email and texting with customers and fellow employees and vendors right from your own phone is huge. Also the ability to work at night is big for our salesmen — they can check stock and place orders on line with vendors. It is a great time management tool.

FRANK POWEL, HIBBETT TEAM SALES, BIRMINGHAM, AL

**MICHAEL STEWART, JOHNNY MAC'S, ST. LOUIS, MO**

Custom web stores accounted for 15 percent of our business in 2014 and will approach, if not pass, 20 percent this year. More customers are requesting invoices be e-mailed and want to use ACH payments. Plus, social media is becoming a very important way to stay in contact with our customers.

**ADAM BLUMENFELD, BSN SPORTS, FARMERS BRANCH, TX**

Technology is playing the role of adding time back to the day of the customer and sales professional.

**MIKE GONSIEWSKI, KAMPUS KLOTHES, IVYLAND, PA**

*People are always connected. They want answers and orders quicker than ever and are expecting answers whenever it is most convenient for them. There was a time when this was reserved for key customers. Now everyone expects it.*

**DON BATES, ALLEN SPORTS CENTER, SEMINOLE, FL**

IT IS MAKING OUR JOBS EASIER AND AT THE SAME TIME COMPLICATING THEM. WE MUST KEEP UP WITH CHANGES IN PRODUCTS AND KNOW THEIR CORRECT ROLES IN THE TEAM BUSINESS.

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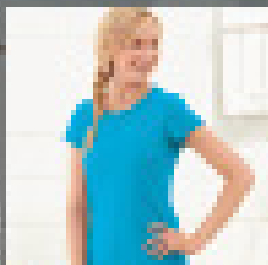
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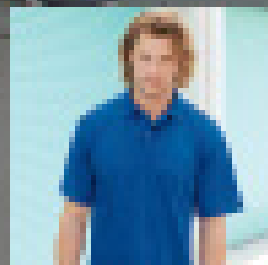
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# WHO DO YOU VIEW AS YOUR COMPETITION?

**DON BATES, ALLEN SPORTS CENTER**

Online companies that sell strictly on price. Those large team dealers are showing up everywhere and are looking to hire salesmen from established dealers rather than train their own. ←

**BRIAN PEPPER, UNIVERSAL ATHLETIC**

I view everyone as competition. About the time you focus on BSN, a small local independent dealer will get you.

**ADAM BLUMENFELD, BSN SPORTS**

***Everyone with a computer, web service and UPS shipping machine.***

**GREG MILLER, UNIVERSAL ATHLETIC, BOZEMAN, MT**

EVERYONE THAT CAN SELL KEY BRANDS TO THE CONSUMER, INCLUDING VENDORS.

**MIKE GONSIIEWSKI, KAMPUS KLOTHES**

OUR PRIMARY COMPETITION IN HARD GOODS IS THE ONLINE COMPANIES AND BSN. IN SCHOOLS, THERE ARE PLENTY OF LOCAL DEALERS AROUND READY TO GRAB BUSINESS IF WE DON'T SERVICE CUSTOMERS.

**FRANK POWELL, HIBBETT TEAM SALES**

Any dealer that sells in the same territories that we cover. Also, companies that sell online. There are times when one of our vendors partners up with a competitor — that makes them a competitor as well.

**JERRY WILLIAMS, SCHUYLKILL VALLEY SPORTS**

→ Vendors and national dealers.

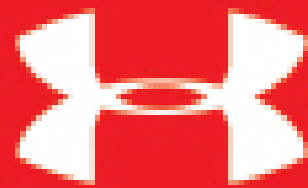
**MICHAEL STEWART, JOHNNY MAC'S**

*The national players, BSN and Lids, pose the biggest threat. They continually give away product while providing very little service, but they can screw up an account for two or three years until an account kicks them out. Vendors selling direct are still an issue, as are the Internet sites.*



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# WHAT ASPECT OF YOUR BUSINESS KEEPS YOU AWAKE AT NIGHT?



JERRY WILLIAMS, SCHUYLKILL VALLEY SPORTS

***Employee issues.***

MICHAEL STEWART, JOHNNY MAC'S

HOW TO COMPETE WITH ALL THE FREE PRODUCT BEING GIVEN AWAY TO GET AN ORDER.

FRANK POWELL, HIBBETT TEAM SALES

The general direction of our part of the industry — the past few years you have seen many dealers getting purchased by one of the national dealers. Also, the amount of comp money given by vendors and dealers to schools in order to get new business or retain good customers has become a large part of our industry.

MICHAEL STEWART, JOHNNY MAC'S

***How to compete with all the free product being given away to get an order.***

MIKE GONSIEWSKI, KAMPUS KLOTHES

*Meeting deadlines... and continuing to meet the high production demands of faster and faster turnaround times.*

DON BATES, ALLEN SPORTS CENTER

*The retail market is changing rapidly and so is the team business. Staying up with those changes can be a daunting task.*

GREG MILLER, UNIVERSAL ATHLETIC

**OVERPAYING VENDOR INVOICES.**

BRIAN PEPPER, UNIVERSAL ATHLETIC

# LOSING OUR SALESMAN TO OTHER COMPANIES.



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# WHERE DOES THE GREATEST OPPORTUNITY LIE FOR TEAM DEALERS?

JERRY WILLIAMS,  
SCHUYLKILL VALLEY SPORTS

*Making things easier for our current customers and maintaining strong personal relationships.*

BRIAN PEPPER, UNIVERSAL ATHLETIC

**Deeper penetration into all accounts.**

MIKE GONSIEWSKI, KAMPUS KLOTHES

**FIND YOUR NICHE, FIND OUT WHAT YOU ARE GOOD AT AND CONTINUE TO GROW THAT PART OF YOUR BUSINESS.**

GREG MILLER, UNIVERSAL ATHLETIC

***To service customers on a local level.***

FRANK POWELL, HIBBETT TEAM SALES

As much as it seems that the Internet gets into our business, the opportunity for the road salesman is still a great opportunity because at the school level nothing can substitute a good road rep... except large amounts of comp money offered by the competition.

MICHAEL STEWART,  
JOHNNY MAC'S

As long as we have customers who understand and appreciate the role we play in providing service along with the sale, we can survive in this rapidly changing market.

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ADAM BLUMENFELD, BSN SPORTS

To be creative and innovative and offer a service or program that is truly proprietary and hits the sweet spot for what customers need.

DON BATES, ALLEN SPORTS CENTER

**SERVICE, SERVICE, SERVICE.**