

## **Masters Outfitters Rewards Program**



Masters Gun Care  
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Masters Gun Care Products is proud to introduce its **Outfitters Reward Program** and encourage you to share our enthusiasm and excitement about a quality line of cleaning and lubricating products.

We understand what it takes to make happy customers. We understand you work hard to make your guests hunt and lodging the most rewarding and memorable experiences they have ever had. We realize you want them to leave with more than a smile on their face and a firm handshake. You want them to book a return trip.

That's why Masters offers the **Outfitter Rewards Program**. It's your opportunity to provide a little added value. That "Thank you for allowing us to sharing our beautiful facility and hunting adventure with you". We like to think of it as the "Mint on your Pillow" When you sign on with the **Masters Outfitter Rewards Program** we provide you a unique opportunity to say thank you to your guest.

When they get to their rooms they will be greeted by a hand packed assortment of Masters Quality Gun Care Maintenance Products in a custom printed gift box or step it up a notch and select from hundreds of travel bags and boxes. All with your logo, all geared for "The Remembrance of Great Times".

Masters will work with you to provide a unique gift box filled with a selection of Masters Gun Care Products that will compliment each of your clients needs. Each package will come with your company's logo and tag line printed on the box or container along with a complete line of lubricants and cleaners from Masters Gun Care. You pick what goes in it and how much you want to give away. We feel the small investment is a giant step in customer retention.

We know! Cleaning our gun is not at the top of our "fun" list. It can be dirty, frustrating and smelly. But we all know how important a clean and well operating firearm is. And when your guests are paying top dollar for the hunt of their life, a little help from Masters Quality Gun Care Products can't hurt and a great gift at that.

Why Masters? Masters Gun Care is the manufacturer of quality gun care lubricating and cleaning products. Masters wants to partner with you. We want to help provide your quests with a positive experience cleaning and lubricating their firearms. But that's not all. We also have an opportunity for you to put a little extra cash in your pocket. That's why we say "Experience the Difference" with Masters Gun Care and call this our Masters Outfitters Rewards Program. Everyone wins.

Our OGS-3 Synthetic Gun Oil formulation has been over 30 years in the making and was engineered by a shooter for the shooter with performance characteristic suitable for all calibers from air rifles to 50BMG and used by all disciplines from plinking to defending our nation. Our proprietary OGS-3 formulation functions flawlessly between -40°F to over 525°F. It naturally repels fine particles keeping them suspended in solution while dissolving carbon and other fouling components preventing them from scalding and sticking to those hard to clean nooks and crannies while providing a superior lubricity that reduces wear and prevents corrosion. Used in conjunction with our other products, we have repeatedly demonstrated how easy you're cleaning "Experience" can be just after a few drops. Heck! Masters OGS-3 practically does the work for you.

This is a new program and is being released in conjunction with our **Masters Instructors Rewards Program** on Masters Gun Care Products 5<sup>th</sup> Anniversary. Our advertising budget is small and mostly word of mouth. Buy helping you retain customers, we in turn get our name and message out. Your input is vital to us. So out performance is critical.

In order to promote this program properly, we also encourage you to stock and make available our complete line of Quality Gun Care Products in your pro-shop or lodge. Set up an area where your guests can try them out, clean their guns and see for themselves the effectiveness of Masters on carbon, molly and copper. Whatever

your intentions are, whether you use our program or not, Masters thanks you in advance for being a part of this great outdoors.

Here's how it works...

You must register in order to participate. Most of the time there are no set up fees when using our gift boxes but a fee may be associated with embroidery or embossing services depending on what value added container you pick. You choose what works for you. We want you to feel comfortable about Masters.

#### 1. Retail Program

After registering in the Outfitters Rewards Program we work with you to custom print your gift box with your company logo and tag line and any message you care to send. We then fill it with a select grouping of Masters Gun Care Products. Minimum quantities do apply and vary depending on the gift box holding our product line and the number of pieces you place in that box.

Each box will also contain a coupon to order online using a unique "code" that identifies you (see details below). We then track or internet sales based on the unique "code" the buyer enters during check out. Attaching a "discount" to the unique "code" helps drive sales and increases commission<sup>2</sup>.

For those that don't want the hassle of inventory or when your customers are flying commercially and need to have their gift box shipped, this program is what you need. Your unique "code" will also allow you to access our secure online ordering page and have any gift box shipped straight to your customer with all the built in discounts and shipping already accounted for. Depending in the gift box, this program may not be available. Saves double shipping.

Have a Pro Shop? Your margins just went up. Stock your counter or shelves with Masters Gun Care Products for faster sales. Offer a sample of Masters as a warming gift then sell the remaining items over the counter. Repeat and local customers can buy when they run out and avoid internet shipping charges. It's some of the best stuff going.

#### 2. Coupons Program

Upon registering with Masters we will work together to establish a unique "code" on Coupons that you print from your computer and then hand out to your guests or anyone for that matter. When that coupon is used online during checkout, the order is tracked back to your unique "code" and a pre determined commission is deposited into your account and paid out quarterly. You could make up to 15%. Depends on the discount you provide. Brochures accompany all programs.

That's it! Your attention and consideration to this unique program and opportunity is appreciated. Please feel free to contact us with any comments or suggestions. As with any new program, your input in valuable and together we can "Experience the Difference"..

Sincerely and shoot responsibly,

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