

ACG — NEW PRODUCT LAUNCH CALL SCRIPT

INDEPENDENT RETAILERS · FEATURING & BUNDLING: NEBO SLIM MINI 500 · TRUE SMARTKNIFE WR MINI · NEBO CURVBEAM 850 FLEX
ORDERING: ACG PARTNER PORTAL — ACGDEALER.COM

THE 3 NEW PRODUCTS (QUICK REFERENCE)

NEBO SLIM Mini 500 — Ultra-Thin EDC Task Light

- Up to 500 lumens; as thin as a smartphone, aircraft-grade aluminum
- Magnetic base for hands-free use; USB-C rechargeable with smart power management
- Impact- and water-resistant; ideal for contractors, technicians, DIYers
- *Easy add-on / impulse buy that performs across multiple categories*

TRUE SmartKnife WR Mini — 6-in-1 Multi-Tool Knife

- Six tools in one compact, pocket-friendly design
- Fast Flip™ one-handed opening; corrosion-resistant black oxide blade
- Adjustable wrench (fits bolts up to 12mm / 7/16"); precision measuring tools
- Lightweight FRN handle, ambidextrous carry
- *Built for countertop displays, checkout merchandising, EDC, hardware, gift, and seasonal — strong impulse potential*

NEBO CURVBEAM 850 Flex — Premium Headlamp

- Up to 850 lumens; wide-area + focused spotlight
- CurvBeam™ flexible 180° COB area-light technology
- BackBalance Fit™ band reduces bounce and fatigue
- Flex-Power™: USB-C rechargeable OR AAA, up to 5 hrs runtime
- SafeSight™ signal + red night-vision light; IPX4 water- and impact-resistant
- *Stands out on the shelf; built for jobsite, garage, camping, hiking, and emergencies*

SUGGESTED BUNDLES (MATCH TO STORE TYPE)

Bundle	Includes	Best For	The Pitch
Everyday Carry Counter Bundle	SLIM Mini 500 + SmartKnife WR Mini	Auto parts, hardware, c-stores, feed & seed checkouts	Two compact, high-turn impulse items that live at the register
Pro / Jobsite Bundle	CURVBEAM 850 Flex + SLIM Mini 500	Auto parts, hardware, farm & ranch supply	Head-to-hands work lighting for tradespeople and mechanics
New Arrivals Trio	All three	Any independent wanting a "What's New" counter refresh	One compact display of three fresh, giftable, impulse-ready items

THE CALL

1. Opener

"Hi, this is [Name] with Alliance Consumer Group on a recorded line — we make the TRUE and NEBO lines. Do you have a quick two minutes? I'm reaching out because we just launched a few new products I think would move really well for your customers."

2. Hook / Purpose

"I don't want to take much of your time, so here's why I called specifically: we've got three brand-new items — a multi-tool knife, an ultra-thin task light, and a premium headlamp — that are built for impulse and everyday carry. They're small-footprint, high-turn, and great at the counter. I'd love to get one or two set up for you before they catch on."

3. Discovery (ask, then listen)

- "What's been your strongest mover lately — lights, knives, or power?"
- "How are you set up at your checkout right now — do you run any impulse items at the register?"
- "Who are your customers mostly? Tradespeople, outdoorsmen, everyday folks?"
- "How often do you see your customers picking up NEBO, TRUE, or THAW at the counter?"

Use the answers to pick the right bundle and tailor the pitch.

4. Feature the Products (lead with the best fit)

If they sell to tradespeople / mechanics / DIYers → Pro Bundle:

"Then the CURVBEAM 850 Flex is going to be perfect — it's an 850-lumen headlamp with a flexible 180-degree area light plus a focused spotlight, so your customers get wide light in the bay and a beam when they need it. It runs USB-C or AAA, and the band is built to stay comfortable all day. Pair that with the SLIM Mini 500 — a task light as thin as a phone with a magnetic base — and you've got their work lighting covered head to hands."

If they run a busy counter / want impulse → Everyday Carry Counter Bundle:

"The SmartKnife WR Mini is a fun-sized 6-in-1 — knife, adjustable wrench, measuring tools — with a one-handed Fast Flip open. It's the kind of thing people grab at the register without thinking twice. Put it right next to the SLIM Mini 500 task light and you've got two compact impulse buys living on a few inches of counter space."

Always use good/better/best framing; never say "cheap" — say "more accessible price point."

5. Make the Recommendation

"Here's what I'd do to start: let me set you up with the [bundle name] on a counter display so it sits right where your customers check out. Small footprint, high turn, and it's all brand-new so you'd be first in your area to carry it."

6. Create Urgency

"These just launched, so this is the moment to get them in before your customers ask — and before the season picks up. Let me lock this in today so you're stocked and ahead of it."

7. Close (ask for the order)

Assumptive:

"I'll go ahead and add the [bundle] to your order and get it on its way — sound good?"

Choice:

"Do you want to start with just the counter bundle, or add the headlamp since your mechanics will want it?"

8. Lock the Next Step

"I'll get this placed for you today and send the product info so you can show your team. I'll follow up on [specific day/time] to see how they're moving and get your reorder timed right. You can also shop anytime on our Partner Portal at acgdealer.com."

OBJECTION HANDLING

"I'm stressed for space."

"Totally understand — that's exactly why I'd start you with just the counter display, not a shelf set. It sits at your register, takes about six inches, and it's an impulse grab while they're already checking out. If anything, let's swap a slow mover for these so you're upgrading the space, not adding to it. Want me to send one display to test?"

"I'm good on stock / fully stocked."

"Makes sense — but these are brand-new, so they're not replacing anything you've got; they're giving your customers something they can't find anywhere else nearby. That's where the impulse turns come from. Let me start you small so you can see them move."

"Money's tight / customers won't spend."

"I hear you, and that's the beauty of these — they're at an accessible price point and built as grab-and-go impulse buys, not big-ticket items. The SmartKnife and the SLIM Mini especially are easy yeses at the counter."

"Just send me an email."

"Happy to — but let me ask first so I send you the right thing: are your customers more work-and-trade or everyday carry? ... Got it. Then let me get the [bundle] set up now so you're stocked, and I'll email the details to share with your team."

Email is the last step, not the exit.

VOICEMAIL SCRIPT

"Hi [Name], it's [Your Name] with Alliance Consumer Group — we make the TRUE and NEBO lines. We just launched three new items built for impulse and everyday carry — a 6-in-1 knife, an ultra-thin task light, and a premium headlamp — that would move great at your counter. I'd love to get one set up for you before the season picks up. Give me a call back at [number], or I'll try you again [day]. Thanks!"

FOLLOW-UP EMAIL TEMPLATE

Subject: The new TRUE & NEBO items we talked about

"Hi [Name],

Great talking with you. As promised, here are the three new items built for your counter:

- *TRUE SmartKnife WR Mini — 6-in-1 multi-tool knife, Fast Flip one-handed open*
- *NEBO SLIM Mini 500 — ultra-thin 500-lumen task light, magnetic, USB-C rechargeable*
- *NEBO CURVBEAM 850 Flex — 850-lumen premium headlamp, flexible area + spot lighting*

I'd recommend starting with the [bundle name] on a counter display — small footprint, high turn. You can review and order anytime on the Partner Portal: acgdealer.com.

I'll follow up [day] to get these moving for you.

Best,

[Your Name] | Alliance Consumer Group"

Reminders: action the DSR on every attempt, log the opportunity in Salesforce, and close with a specific follow-up date.