

ACG — SUMMER SEASONAL BUNDLE CALL SCRIPT

FATHER'S DAY & JULY 4TH · NEBO / TRUE PRODUCT BUNDLES · INDEPENDENT RETAIL ACCOUNTS

1 • OPENER

"Hi, this is [Your Name] with Alliance Consumer Group — we make the TRUE and NEBO lines. Do you have a quick two minutes? I've got a couple of Father's Day and 4th of July bundles built that I think could work well for a store like yours."

Permission-based opener — ask for the two minutes before diving in.

2 • SEASONAL HOOK

"Father's Day is coming up on the 21st, and July 4th right behind it — two big weekends back to back. I wanted to make sure you've got something on the floor that captures both, without having to think too hard about it."

3 • DISCOVERY QUESTIONS

Open-ended questions to identify store type, needs, and which bundle to lead with:

- "Do you run seasonal endcaps or a front-of-store display, or is it mostly shelf?"
- "Any gaps you're trying to fill this summer — categories you wish you had something in?"
- "What price points move best for you up front by the register?"
- "Are you carrying any TRUE or NEBO today, or would this be new?"

Listen for the bundle trigger:

- Talks gifts / dads / "what do I put out for Father's Day" → **Bundle A (Grill & Gift)** + engraving angle
- Talks register / impulse / small footprint → **Bundle B (Checkout Impulse)**
- Talks camping / outdoor / cookouts / July 4 → **Bundle C (Cookout & Camp)**
- Talks hardware / EDC / "my guys want practical" → **Bundle D (Everyday Carry & Prep)**

4 • TRANSITION INTO THE PITCH

"That's really helpful. Based on what you're describing, the one I'd put in front of you first is [Bundle name] — here's why it fits..."

Pitch ONE bundle as the lead. Mention a second only as an add-on. Don't dump all four.

5 • THE BUNDLES (PITCH THE ONE THAT FITS)

Bundle A — "Grill & Gift" (lead for gift-driven and general stores)

The Father's Day anchor display.

- **TRUE Primal Forge culinary knives** — the giftable hero. Forged styling, wood handles; stock the full set (Chef, Nakiri, Butcher, Slicer, Chopper, Cleaver) or cherry-pick.
- **NEBO Grilla Light 300** — clip-on grill light, true-color view of the food.
- **NEBO PolarPak** — 16-qt iceless cooler/warmer, holds 24 cans.
- **NEBO Solar Zapper & Lantern** — bug zapper + patio ambiance.

"This is your 'gift for dad who loves the backyard' display. The Primal Forge set is the centerpiece people pick up as the gift, and the lights, cooler, and zapper are the easy add-ons that lift the basket. One endcap covers your whole Father's Day grill shopper."

Bundle B — "Checkout Impulse" (lead for small footprint / high-traffic counters)

Low-ticket grab-and-go.

- **TRUE SmartKnife WR Mini** — 6-in-1 EDC knife, low price point, built for impulse.
- **Add-on: NEBO Edge 800 pen light** for a two-piece counter set.

"This one needs about a foot of counter space. The SmartKnife Mini is a true impulse buy — small, useful, the kind of thing someone grabs as a last-second gift or for themselves. And here's the Father's Day angle: we offer custom engraving, so you can market it as a personalized dad gift, which is a nice margin lift over a plain item."

Bundle C — "Cookout & Camp" (lead for outdoor / sporting goods stores)

Built for the July 4th weekend.

- **NEBO PolarPak** — keeps the holiday drinks cold.
- **NEBO Solar Zapper & Lantern** — evening patio / fireworks-watching.
- **NEBO CURVBEAM 850 Flex headlamp** — 850 lumens, USB-C or AAA, IPX4; camping, late grilling, roadside.
- **NEBO Grilla Light 300** — grill-side lighting.

"This is your '4th of July weekend' kit — everything someone needs for a cookout that runs into the evening and a camping trip after."

Bundle D — "Everyday Carry & Prep" (lead for hardware / EDC-focused stores)

Note: exact original phrasing for this bundle's pitch line wasn't recovered from history — verify/replace before using in your portfolio.

- **TRUE SmartKnife WR Mini** — practical, everyday multi-tool.
- **NEBO CURVBEAM 850 Flex headlamp** — hands-free task lighting.
- **Add-on: NEBO Edge 800 pen light** for a complete EDC set.

"This is your practical, everyday-carry set — built for the customer who wants tools that get used, not just displayed. The knife and headlamp cover the essentials, and the pen light rounds it out as a complete kit."

6 • FOOT TRAFFIC FRAMING

"Let me at least get you the seasonal bundle list so you can add it to your next order."

Tie every bundle back to driving foot traffic for the holiday weekend — not just moving product, but giving the customer a reason to come in.

7 • CLOSE — ALWAYS LAND ON A NEXT STEP

"Here's what I'd suggest: let's get [Bundle name] in before the 21st so it's working for you both weekends. I can place a starter order with you right now, or drop a sample and the display sheet in the mail today — which is easier?"

If yes: confirm SKUs, quantities, ship date, who to send the planogram to.

If "let me think":

"Fair. Can I check back Thursday? The cutoff to have it in-store before Father's Day is getting close."

Always:

"Last thing — anything else you're hunting for this summer I can keep an eye out for?"

Re-opens discovery; surfaces future orders.

8 • OBJECTION HANDLING

Note: the specific objection cards for this seasonal script weren't fully recovered from history. Use the Acknowledge → Clarify → Educate framework from your year-round Independent Retail Call Script, applied to seasonal-specific pushback (e.g., "I already have my summer sets," "too close to the holiday to add anything new," "not sure this will move before the 4th").

9 • VOICEMAIL (UNDER 20 SECONDS)

"Hi [Name], [Your Name] with Alliance Consumer Group — the TRUE and NEBO brands. Quick one about getting a Father's Day and 4th-of-July display set up before the weekends. I've got a couple of grill-and-gift bundles built for stores like yours. Call me back at [number], or I'll try you [day]. Thanks!"

10 • FOLLOW-UP EMAIL (SEND SAME DAY)

Subject: Father's Day + 4th of July bundle for [Store Name]

"Hi [Name], great talking with you. As promised, here's the [Bundle name] we discussed — built to drive foot traffic for both holidays. Attached is the bundle sheet and a ready-to-set display layout. You can order 24/7 through the ACG Partner Portal (acgdealer.com), and ask me about custom engraving if you want to run a personalized-gift promo.

To have it in-store before Father's Day (6/21), I'd want to lock the order by [date]. Want me to get a starter order going?

[Your Name] · [Phone] · [Email]"

QUICK BUNDLE REFERENCE

If they sound like...	Lead bundle	Hero product	Add-on hook
Gift shop / general store	A — Grill & Gift	Primal Forge knives	Grilla Light, PolarPak
Busy register / small space	B — Checkout Impulse	SmartKnife WR Mini	Engraving promo
Outdoor / sporting goods	C — Cookout & Camp	PolarPak + CURVBEAM	Solar Zapper
Hardware / EDC crowd	D — Everyday Carry & Prep	SmartKnife + CURVBEAM	Edge 800 pen light

Every call, capture: store type · current TRUE/NEBO status · bundle pitched · objection raised · next step + date · other needs mentioned.