

Tips For Selling Sports Product

1. Timing Is More Important Than the Product

- **The first sale is made when the season starts.** Customers buy with their hearts, not their heads. If they miss the hype window (kickoff, Opening Day, March Madness brackets dropping), you'll miss 70% of the easy sales.
 - Teach your customers: **"Fans shop when games start, not when championships end."** That urgency closes orders.
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2. Sell the Emotion, Not the Item

- Don't pitch "a lantern with a team logo." Pitch **"the centerpiece for a fan's game-day party."**
 - Customers don't buy inventory—they buy a chance to **own the Saturday tailgate, the Sunday watch party, or the March Madness bracket pool.**
 - Use words like: *celebration, rivalry, pride, bragging rights.*
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3. Rivalries Are Gold

- Ohio State vs. Michigan, Yankees vs. Red Sox, Alabama vs. Auburn. Rivalries sell 2x better than generic team merch.
 - Encourage customers to **merchandise rivals side-by-side**: "House divided" displays move product because fans *must* prove their side is bigger.
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4. Small Impulse Items Outperform Big-Ticket Items

- Most fans won't drop \$150 casually. But \$20–\$40? That's where the volume is.
 - Push **tabletop items, drinkware, seasonal décor, and giftables.**
 - These "I'll grab it while I'm here" items keep registers ringing.
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5. Holidays + Sports = Sales Multiplier

- Thanksgiving NFL, Christmas NBA/NFL, 4th of July baseball, March Madness parties.
 - Tell customers: “If you already decorate for the holiday, just layer in the game.” →
Example: a Thanksgiving table centerpiece with Cowboys gear.
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6. Create ‘Game Day Zones’ in Stores

- Suggest customers dedicate a small endcap or display as a “**Game Day Zone.**”
 - Stock it with easy-grab items: snack bowls, themed lanterns, tumblers, string lights, banners.
 - Shoppers are trained by grocery chains to pick up snacks for game day—this mirrors that impulse.
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7. Urgency Sells: “One Season Only”

- Sports is the most perishable inventory you’ll ever sell—if it misses the season, it’s **dead stock.**
 - Train reps to say: *“This isn’t year-round—it sells when emotions are high. If you wait, you’ll be out of the moment.”*
 - That urgency helps buyers commit instead of “thinking about it.”
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8. Leverage Underdogs & Cinderella Stories

- March Madness upsets, wild card playoff runs, surprise stars—fans love these moments.
 - Encourage customers to be nimble: “Leave a little budget for the hot story that pops up mid-season.”
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9. Don’t Overcomplicate for Non-Sports Customers

- Many of your reps and buyers aren’t sports nuts. That’s fine. Just give them **scripts**:
 - “The season is starting—fans are ready.”
 - “Rivalries double sales—do you want both sides?”
 - “Impulse items make checkout baskets bigger.”
- They don’t need stats; they need simple, repeatable lines.

10. Sell It as a Business Decision, Not a Passion Project

- Buyers sometimes think sports is “too niche.” Remind them: **Sports is a guaranteed audience.**
- NFL, MLB, March Madness, College Football—these aren’t fads; they’re institutions.
- Frame it like this: *“Your customers already spend money on sports—are they spending it with you or someone else?”*

One Extra Trick From the Old Guard

When you’re stuck with leftover stock (and it happens), bundle it with holiday promos:

- **“Fan Father’s Day Kits”** → leftover baseball mugs, lanterns, and hats.
- **“College Move-In Spirit Pack”** → old season’s team décor sold as dorm kits.

You can always reposition sports goods if you tie them to **life moments, not just seasons.**