

The Permit Place

A hardware retailer that caters to outdoor enthusiasts can offer plenty of products and services that support an adventure into the woods, to a pond or up a mountain. Outdoor adventures must be sanctioned by a state's governing authority. This is usually administered by the state's game and wildlife organization, which can limit the amount of fish or deer that can be killed during a given season, week or even day. Permits might be required for even less intensive activities, like backpacking and camping in certain parks or preserves.

Check out these tips on how to best issue permits in your store.



Applied to Retail

For retailers who see themselves as an indispensable part of the outdoor scene in their area, distributing permits and licenses for different activities is a primary service that can be offered to customers. It makes a trip to a store a one-stop shop.

How to Sell

Educate yourself and your employees on the rules and regulations for your state's hunting, camping and fishing organization. Prominently display that outdoor enthusiasts can obtain these permits at your store.

Familiar Territory

As a fishing destination, retailers focusing on the outdoor life are likely already knowledgeable about fishing opportunities in their area. Offer supplemental information such as fish counts or reports about water levels to fishers along with permits.

Guided Tour

Even for the most informed retailers and fishing experts, sometimes regulations and laws can get so complicated that you have to go to the source. For such cases, have a reliable and informed person, like a local fish and wildlife officer, in your contacts.

Spend Some Time

During peak fishing season in Soldotna, Alaska, Trustworthy Hardware & Fishing has two employees who are almost fully dedicated to handling permits and licenses for customers. The employees assigned to that department study before getting to work.

Tie It All In

If someone is coming in looking for fishing gear, they're likely intending to get some use out of it sooner rather than later. Make sure you're offering all of your services, like issuing permits, even as the customer is still deciding on the right pole.

Everything Checks Out

One key part of issuing permits can also be identifying mistakes made on permits already attained by customers. Retailers should be ready to see if a customer has attained a permit and check it for the right dates, territories and species of game.

Paper Makes Perfect

For the retailer, the most important piece of issuing permits can be the records and paperwork involved. A regulatory authority could check for records after a season, so an organized employee who can keep records in order is a must for permit issuing.

