

## URGENT

MR. RETAILER - A TRIED AND PROVEN METHOD OF MARKETING THIS KIT (OR REEL) IS TO HAVE A ROD SET UP WITH A CASTING PLUG AND LINE ON. THE NON REVERSE WIND SWITCH SHOULD BE ON AND THE ROD AND REEL PUT ON DISPLAY WHERE CHILDREN CAN TOUCH IT. ONCE THE EASE OF USE IS DEMONSTRATED TO THE CHILD AND PARENT, AND THE PARENTS ARE MADE AWARE THAT THE REEL CAN WITHSTAND SALTWATER AND SAND WITH NO ILL-EFFECTS, YOUR SELLING SKILLS SHOULD FINALIZE THE SALE EASILY. (ALSO SHOW MINIMUM WORKING PARTS INSIDE THE REEL).

## DEMONSTRATION PROCEDURE.

1. WIND CASTING PLUG TO DESIRED POSITION FOR CASTING (300mm FROM ROD TIP)
2. WITH NON REVERSE BUTTON ENGAGED LINE WILL HOLD IN POSITION.
3. HOLD BUTT OF ROD IN THE RIGHT HAND.
4. WITH LEFT HAND GRAB THE BOTTOM OF THE REEL (FINGERS ON FRONT LIP, THUMB ON BACK) AND TURN THE REEL TO THE LEFT AGAINST THE SPRING TENSION UNTIL IT LOCATES IN THE CASTING POSITION AT 90° TO THE ROD.
5. YOU WILL FIND THE LINE HAS AUTOMATICALLY BEEN HELD BY YOUR FINGERS AS YOU TURNED THE REEL.
6. RELEASE THE CASTING WEIGHT.
7. TURN THE REEL BACK TO WINDING POSITION AND DEMONSTRATE THE ANTI REVERSE WIND WHICH IS A BIG ASSISTANCE TO A VERY YOUNG ANGLER.