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Coreware

A COREWARE RESOURCE FOR FIREARMS RETAILERS AND RANGES

Black Friday Battle Pack

A printable plan to lock down your Black Friday weekend

A printable companion to the coreWEEKLY article “The Ghost of Black Friday Future Has Some Advice”

BLACK FRIDAY
Nov. 27
Friday, 2026

SMALL BUSINESS SATURDAY
Nov. 28
Saturday, 2026

CYBER MONDAY
Nov. 30
Monday, 2026

Countdown checklist · Contingency plans · Staffing schedule · Promo setup sheet · Pre-shift huddle · Post-weekend review

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How to use this pack

Print it, fill in the blanks before Friday, and keep the pages where your team can see them. Each section matches a part of the weekend, from the countdown through the review the week after.

Important: This pack is general guidance for firearms retailers and ranges. It is not legal advice. Follow ATF rules and your own state and local law, and confirm anything you are unsure about with ATF or your own counsel before the weekend.

Quick Reference

The essentials on one page. Tap any plan or section to jump to it.

Fri, Nov. 27
Black Friday

Sat, Nov. 28
Small Business Saturday

Mon, Nov. 30
Cyber Monday

1 Countdown Checklist | 2 Contingency Plans | 3 Staffing | 4 Promo Setup | 5 Huddle Script | 6 Review

If this happens, go to

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Background checks and compliance

- NICS E-Check is available 24/7. Use NICS E-Check where available (FBI-handled states). Point-of-contact states: follow your state agency's process.
- **Never transfer a firearm without completing the required check.**
- Record the NTN, customer contact information and date. Note the date federal waiting period ends (generally three business days; up to 10 business days for buyers under 21 when NICS notifies you of cause). Whether to transfer after that point is the dealer's decision under federal law, where state law allows it. Decide your store policy now.
- A NICS check is valid for 30 calendar days from when it was initiated. After that, a new check is required.
- The original buyer must return to complete and recertify the transaction. A spouse or family member cannot pick it up in their place.
- Set a "second look" habit: each completed Form 4473 gets reviewed before the firearm leaves.
- If any firearm is missing, federal rules require reporting theft or loss to ATF within 48 hours of discovery and to local law enforcement.

Key contacts

Contact	Name / company	Phone
Internet provider		
Card processor support		
POS support		
Website support		
Range manager (ranges)		
Call-out backup 1		
Call-out backup 2		
Call-out backup 3		

This pack is general guidance for firearms retailers and ranges. It is not legal advice. Follow ATF rules and your own state and local law, and confirm anything you are unsure about with ATF or your own counsel before the weekend.

1 Countdown Checklist

Work top to bottom. Check each box as it is done.

Now through Wednesday

- [ ] Finalize every offer on the Promo Setup Sheet (Section 4): items, exclusions, start and end times, channels, codes.
- [ ] Decide whether some firearm offers should start earlier in the week or run through the weekend, to spread out background checks.
- [ ] Enter promotional pricing ahead of time and set it to start and end on schedule. Do not plan to change prices by hand at opening.
- [ ] Test each promotion: ring up sample transactions, place a test online order if you can, and confirm the register, receipt, signs and website all show the same price.
- [ ] Check on-hand quantities for every advertised item, including units already committed to layaways, special orders and online orders.
- [ ] Decide what staff should offer when an item sells out (comparable item, special order, rain check, or an honest answer).
- [ ] Confirm how your background checks are submitted. If your state uses FBI NICS directly, confirm every authorized user can log in to NICS E-Check. If your state is a point-of-contact state, confirm your state agency's process and hours.
- [ ] Review the delayed-transaction process with everyone who works the transfer counter (see Section 2B).
- [ ] Decide who handles transfers each shift, and make sure enough people are trained to cover breaks.
- [ ] Set a "second look" habit: each completed Form 4473 gets reviewed before the firearm leaves.
- [ ] Assign one person per day to review online firearm orders and contact customers whose orders are missing FFL information.
- [ ] Confirm certified FFL copies are on file for dealers you expect to ship to or receive from.
- [ ] Build the staffing and break schedule (Section 3), including a call-out backup list.
- [ ] Count and stage supplies: receipt paper, label stock, printer ink, pens, clipboards, chargers, bags.
- [ ] Restart and test every register, tablet, card reader and printer.
- [ ] Test the backup internet connection (mobile hotspot or secondary line) and write down how to switch to it.
- [ ] Write down your card-processing outage policy (cash, holds, come-back-later).
- [ ] Check the website on a phone: Black Friday items are easy to find, checkout works, store hours and holiday policies are posted.
- [ ] Stock and display gift cards, and make sure every employee can sell them in store and online.
- [ ] **Ranges:** review lane, class and rental capacity for the weekend. Decide how waitlists and walk-ins will work. Decide how gift certificates for lanes and classes will be redeemed.
- [ ] Post your return policy where customers can see it, and make sure staff explain it the same way.
- [ ] Prepare follow-up messages for new customers (thank-you, upcoming class, review request). Only send to customers who opted in.
- [ ] Schedule the post-weekend review meeting now (Section 6). Invite people who will be on the floor.
- [ ] Print the contingency plans (Section 2) and post them where managers can find them.

Thanksgiving Day

- [ ] Confirm the schedule and call-out backups for Friday through Monday.
- [ ] Confirm scheduled promotions are set for the correct start and end times.
- [ ] Spot-check the website for Black Friday pricing that may have gone live early or not at all.
- [ ] If you are closed, check that holiday hours are posted online and on the door.

Black Friday Morning (before opening)

- [ ] Run the pre-shift huddle (Section 5).
- [ ] Confirm the promotions are live: ring up one test item and check one item online.
- [ ] Confirm NICS E-Check (or state system) logins work for every user on shift.
- [ ] Power on and test every register, card reader and printer. Load fresh receipt paper.
- [ ] Confirm the backup internet device is charged and within reach.
- [ ] Count firearms in display cases and confirm cases are locked.
- [ ] Place a one-page offer sheet at every register.
- [ ] Assign line management: someone to greet, organize the line and give wait estimates.

During the Day

- [ ] Keep breaks on schedule. Do not wait for it to slow down.
- [ ] Check stock on featured items every hour or two and update signs and the website when items sell out.
- [ ] Keep the number of firearms out with one customer limited, and lock cases when no one is at them.
- [ ] Keep a running list of delayed transactions with NTNs, customer contact info and the date the waiting period ends.
- [ ] Keep a notes sheet at each register for questions, complaints, sell-outs and anything that went wrong.
- [ ] Review online orders at midday and again before close.

After Close (each day, Friday through Cyber Monday)

- [ ] Reconcile registers and card batches.
- [ ] Count firearms in display cases and compare with what should be there. If any firearm is missing, federal rules require reporting theft or loss to ATF within 48 hours of discovery and to local law enforcement.
- [ ] Review each completed 4473 from the day for missing signatures, dates, ID, NICS information and firearm information.
- [ ] Update the delayed-transaction list and plan follow-up calls.
- [ ] Review online orders, flag any missing FFL information, and contact those customers.
- [ ] Note sell-outs and adjust tomorrow's signs, emails and website.
- [ ] Restock receipt paper and supplies at every station.
- [ ] Write down what went wrong today and what to change tomorrow.
- [ ] Confirm tomorrow's staffing and promotions (including Small Business Saturday and Cyber Monday offers).

2 Contingency Plans

Fill in the blanks before Friday. Post this page where managers can see it.

A. Internet or card processor goes down

- Switch to backup internet: _____ (device/location).

  Person who knows how: _____
- Card processor support phone: _____
- Policy while cards are down (check one or more):

  ☐ cash only ☐ hold items with name and phone ☐ ask customers to return

  ☐ other: _____
- Background checks: confirm how checks will be submitted if your normal connection is down (another connected device, or the NICS phone line during its hours in FBI-handled states, or your state agency's alternate process). **Never transfer a firearm without completing the required check.**
- Tell the line what is happening and give an honest estimate.

B. NICS delays or long waits

- Use NICS E-Check where available (FBI-handled states). Point-of-contact states: follow your state agency's process.
- Explain delays the same way every time: the check needs more research, the store will follow up, and the customer will need to return in person.
- Record the NTN, customer contact information and date. Note the date federal waiting period ends (generally three business days; up to 10 business days for buyers under 21 when NICS notifies you of cause). Whether to transfer after that point is the dealer's decision under federal law, where state law allows it. Decide your store policy now.
- A NICS check is valid for 30 calendar days from when it was initiated. After that, a new check is required.
- The original buyer must return to complete and recertify the transaction. A spouse or family member cannot pick it up in their place.
- If wait times are long, move customers through non-firearm purchases while they wait, and give honest estimates.

C. Website slows down or crashes

- Website support contact: _____
- Post a short message on social media and at the counter with store hours and how to reach you.
- Point online shoppers to call or visit the store.
- Remove or simplify any heavy pages or pop-ups that are not needed.
- After it recovers, check that prices and inventory are still correct.

D. A hot item sells out

- Update signs, the website and social posts right away.
- Offer: comparable item / special order / rain check / honest answer (circle what your store will do).
- Do not substitute a different price or offer at the register without manager approval.
- Note how many customers asked for it (for the review).

E. A call-out leaves you short-staffed

- Call-out backup list:
  1. _____
  2. _____
  3. _____
- Priority order for coverage: transfer counter → registers → line management → floor.
- Keep at least one trained person on transfers at all times, including during breaks.
- Move non-urgent tasks (restocking, online orders) to slower hours or the next morning.

F. Receipt paper or hardware fails

- Spare paper location: _____

  Spare printer/reader location: _____
- Hardware support contact: _____
- If a register fails, move its line to another register and void any unfinished transaction properly.
- If a receipt cannot print, offer an emailed receipt where your system allows it.

G. Price mismatch (sign, register or website)

- Stop and check the Promo Setup Sheet before changing anything.
- Manager decides how to honor the price for that customer:

  _____ (store policy).
- Fix the source (sign, register pricing or website) right away, and tell the team.
- Write down what happened for the review.

H. Line out the door

- Assign one person to manage the line, greet and give wait estimates.
- Separate the line: firearm transfers vs. everything else.
- Let customers choose firearms and finish non-firearm items before reaching the transfer counter.
- Have forms, pens and clipboards or tablets ready. Keep transfers careful; do not speed up the 4473 review.
- Lock cases that are not staffed.

I. Range lane or booking overflow

- Waitlist method: _____

  (sign-up sheet, text, system queue)
- Maximum wait you will quote: _____
- Offer to book a later time or another day.
- Give customers a realistic time and contact them when a lane opens.
- Gift certificates for lanes or classes: explain how and when they can be redeemed.

3 Staffing and Break Schedule Template

One sheet for each day: Friday, Saturday, Sunday and Monday. Blank rows are for any extra roles.

Friday Nov. 27 · Black Friday, 2026

Shift lead: _____

Role	Name	Start	Break 1	Lunch	Break 2	End	Covers during breaks
Manager on duty							
Transfer counter 1							
Transfer counter 2							
Register 1							
Register 2							
Floor / sales							
Line management / greeter							
Online orders / phones							
Range desk (ranges)							
Range safety officer (ranges)							

Call-out backups:

1. _____ (phone) _____

2. _____ (phone) _____

Notes

- Stagger breaks so the transfer counter is never left without a trained person.
- Put breaks on the schedule. Do not leave them to “when it slows down.”
- Use your own sales history by day and hour to decide when to add people.

3 Staffing and Break Schedule (continued)

Saturday Nov. 28 · Small Business Saturday, 2026

Shift lead: _____

Role	Name	Start	Break 1	Lunch	Break 2	End	Covers during breaks
Manager on duty							
Transfer counter 1							
Transfer counter 2							
Register 1							
Register 2							
Floor / sales							
Line management / greeter							
Online orders / phones							
Range desk (ranges)							
Range safety officer (ranges)							

Call-out backups:

1. _____ (phone) _____

2. _____ (phone) _____

3 Staffing and Break Schedule (continued)

Sunday Nov. 29, 2026

Shift lead: _____

Role	Name	Start	Break 1	Lunch	Break 2	End	Covers during breaks
Manager on duty							
Transfer counter 1							
Transfer counter 2							
Register 1							
Register 2							
Floor / sales							
Line management / greeter							
Online orders / phones							
Range desk (ranges)							
Range safety officer (ranges)							

Call-out backups:

1. _____ (phone) _____

2. _____ (phone) _____

3 Staffing and Break Schedule (continued)

Monday Nov. 30 · Cyber Monday, 2026

Shift lead: _____

Role	Name	Start	Break 1	Lunch	Break 2	End	Covers during breaks
Manager on duty							
Transfer counter 1							
Transfer counter 2							
Register 1							
Register 2							
Floor / sales							
Line management / greeter							
Online orders / phones							
Range desk (ranges)							
Range safety officer (ranges)							

Call-out backups:

1. _____ (phone) _____

2. _____ (phone) _____

4 Promo Setup Sheet

Complete one row per offer before the weekend. Keep a copy at every register.

Offer name	Goal (move inventory, traffic, new customers, reward regulars, other)	Items or categories included	Exclusions	Discount (%, $, bundle price)	Start date/time	End date/time	Online, in store, or both	Channels (email, SMS, social, in-store, print)	Code for each channel	Limit per customer	What staff say if sold out

Before it goes live:

- ☐ Margin checked on included items
- ☐ Price entered and scheduled to start and end
- ☐ Test sale rung up in store
- ☐ Test order placed online (if applicable)
- ☐ Signs match the register and the website
- ☐ Staff briefed

5 Pre-Shift Huddle Script

About 5 minutes. Read it at the start of every shift, Friday through Cyber Monday.

1. **Today's plan.** "We open at _____ and close at _____. Today's offers are on the sheet at every register. Here is what is included, what is excluded, and when each one ends."

2. **Roles.** "_____ and _____ are on transfers. _____ is managing the line. _____ is on online orders and phones. Breaks are on the schedule, and everybody takes them."

3. **Transfers.** "Take your time on every 4473. Every completed form gets a second look before the firearm goes out. Nobody gets in trouble for slowing down to get it right."

4. **Delays.** "If a check is delayed, explain it the same way: it needs more research, we will follow up, and the buyer has to come back in person. Write down the NTN and their contact information."

5. **Sell-outs and price questions.** "If something sells out, tell me so we can update the signs and the website. If a price looks wrong, check the offer sheet and get a manager before changing anything."

6. **Security.** "Limit how many firearms are out with one customer. Lock cases when nobody is at them."

7. **Customers.** "Thank people for coming in. Mention gift cards to anyone shopping for someone else, and let new customers know about upcoming classes or events."

8. **Questions.** "What did we learn yesterday that we should change today?"

6 Post-Weekend Review Worksheet

Meeting date and time (schedule it now): _____ Attendees: _____

Results

Item	Friday	Saturday	Sunday	Monday	Total
Sales					
Number of transactions					
Firearm transfers completed					
Discount dollars given					
Online orders					
Gift card sales					
New customers added					
Range lane / class bookings (ranges)					

Each Offer

Offer	Redemptions	Sales	Discount given	Effective discount rate	Best channel/code	Repeat next year?

Open Items

Delayed transactions still open: _____ Follow-up dates: _____

Transfers or online orders still waiting: _____

Online orders missing FFL information: _____

Returns or exchanges to resolve: _____

What Happened

Items that sold out (and when)

Items customers asked for that we did not have

Longest lines (day/time) and why

Anything that broke or slowed us down

Price mismatches or promo questions

Anything staff noticed that the numbers do not show

Next Time

Keep

Change

Stop

Start planning on (date): _____

Follow-Up

- [ ] Thank-you message sent to new customers who opted in
- [ ] Review requests sent
- [ ] Notes saved with the promotion results so they are easy to find next November

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About Coreware

Coreware builds point-of-sale and eCommerce software for firearms retailers, gun shops and ranges. Coreware can help with planning like this, and can do even more. To learn more, visit **coreware.com**.