

New Commissions Explained. Sign Up a Spouse Month. Talk the Talk ... Walk the Walk. National Hunting and Fishing Day. If you are having trouble reading this newsletter view the [Web Version](#). Please do not reply to this email - contact us at recruiter@nrahq.org with any questions.



September 15, 2011

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Top Recruiters

Gun Shows

1. Dave Fitzmorris - 5,026
2. Harry Jacobs - 2,746
3. Tulsa Gun Show - 1,627

Dealers

1. Shoot Straight - 1,370
2. Target World of Penn. - 530
3. Turner's Outdoorsman - 383

Instructors

1. Joe Holdman - 600
2. Gunsite Academy - 299
3. Starks Training Institute - 223

Clubs

1. Manhattan Wildlife Assn - 501
2. Ancient City Shooting Range - 485
3. Peconic River Sportsman's Club - 419

Attention Recruiters - You're Getting a Raise!

Recruiter commissions have been boosted to \$12 for any membership sold that is \$30 or more! You may continue to sell the one-year membership for the \$25 discounted price and receive the same \$10 commission. However, if you sell a one-year membership for \$30 or more, you qualify for the brand new, enhanced commission rate of \$12! Please see the chart below for your new commission structure.

New Commission Schedule - effective 9/1/2011

Membership Type	Regular Price	Special Recruiter Price	New Member Commission	Renewal Member Commission
Associate	\$10	\$10	\$5	\$2
Junior	\$15	\$15	\$5	\$2
1-Year*	\$35	\$25	\$10	\$5
1-Year*	\$35	\$30	\$12	\$6
3-Year	\$85	\$70	\$12	\$6
5-Year	\$125	\$100	\$12	\$6
Regular Life (Paid in Full)	\$1,000	\$750	\$25	\$25
Junior Life (Paid in Full)	\$550	\$550	\$25	\$25
Distinguished Life (Paid in Full)	\$375	\$375	\$25	\$25

**NOTE: You may sell the regular 1-Year for \$30 (\$12/\$6 commission) or continue to sell the 1-Year for \$25 (\$10/\$5 commission).*

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Independent

1. Shooting USA - 3,283
2. USACarry.com - 647
3. Marketshare Publications - 440

[View Complete Top Ten Lists](#)

Regional Gun Show News

[Northeast](#)
[Southeast](#)
[Central](#)
[West](#)

Current Pricing

NRA Recruiter Authorized Discount Pricing for On-the-Spot Membership Sign-ups:

One-Year (\$35) - \$25
Three-Year (\$85) - \$70
Five-Year (\$125) - \$100
Regular Life (\$1,000) - \$750

NRA In the News

[Timely articles featuring current NRA topics from across the country.](#)

Quick Information

[Order Recruiting Supplies](#)

[Download the Instructor PowerPoint Presentation](#)

[Download a fact sheet on NRA Success: A Legacy of Winning](#)

[NRA-ILA Fact Sheets](#)

Contact NRA Recruiting Programs Department:
recruiter@nrahq.org
800-672-0004

October is "Sign Up A Spouse" Month

Can the NRA ever have too many members? Of course not! And if every NRA member signed up his or her spouse, think of how many additional NRA members we would have. Signing up spouses is a great way to increase your recruiting numbers without doubling your work load. October is the perfect time to add muscle to the NRA right ahead of the November elections.

Often, recruiters are signing up a member and the member's spouse is standing back waiting for them to finish. When the bystander is questioned, they overwhelmingly express their support for NRA; however, they cannot be counted as an official NRA member.

Here are a few simple tips to add-on an NRA membership for a spouse: Inform the member that if their spouse joins as well, they will double the ArmsCare Firearm Insurance for the household and add another magazine. If cost is a factor, you can then offer the \$10 Associate membership for the spouse. This membership does not come with a magazine but offers the same regular member benefits including the insurance. *(Note: you will need to submit an application for each member.)*

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Talk the Talk ... Walk the Walk

One of the most powerful things a salesperson can have is a strong commonality with his or her prospect. When you have something in common it tends to break down the invisible wall or defense mechanism that prospects - sometimes not even realizing - will put up between themselves and the salesperson. It's just a natural reaction that occurs in today's society of pushy salespeople and late night calls at the dinner table. Once this commonality is found, the prospects "guard" or invisible wall will begin to lower. They will become more attentive and responsive to what you are communicating to them.

The key as a salesperson is recognizing and understanding this. Once you've accomplished this, the next step is to make sure you don't oversell. Take the sales hat off, gear down a bit and talk with the prospect in the context of "we" and "us". These words make the prospect a participant, bringing him closer to the conversation and closer to the sale. Don't get me wrong, you still want to deliver the pitch and ask for the sale, but when it's delivered in the right tone and format it makes it more personal and is not perceived as an aggressive sales pitch.

As NRA Recruiters we are ahead of the game. Whether it's the love of freedom, hunting, target shooting, gun collecting or reloading, we all have something in common

Order Recruiting Supplies:

[Online](#) or call 866-672-4445

Regional Gun Show Reps:

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with the prospect. Find out what that commonality is and mold the conversation/sales pitch around that. Help the prospect visualize what the membership will do for them based on what it does for you. Let them know why you joined. Since the two of you have something in common you have a bond of sorts. Because of this the prospect will be more open minded to the reasons and logic you give for joining NRA.

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National Hunting and Fishing Day 2011

Saturday, September 24th marks the 39th annual National Hunting and Fishing Day, an enormous grassroots effort to promote outdoor sports and conservation. Organizations around the country stage events to provide Americans with the opportunity to experience, understand and appreciate the outdoor sports.

NRA Recruiters should not let this opportunity pass them by. National Hunting and Fishing Day is a tremendous opportunity to promote NRA membership. NRA remains the largest pro-hunting organization in the world and your continuing recruiting efforts help to keep it that way. If your club is holding an event, make membership recruitment a priority. Teaching that day? Work extra hard in your class for sign-ups. Looking for an event to recruit at? [Check out this state by state listing for opportunities](#). After all, the best way to ensure another 39 years of promoting outdoor sports and conservation is to have a stronger, more effective NRA!

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