

Looking Ahead - 2016. NRA Recruiting Programs is Expanding! Setting Goals for 2016. Back to Basics: The Sales Process. 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](mailto:recruiter@nrahq.org) with any questions.



November 19, 2015

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## Top Recruiters

### Gun Shows

1. Harry Jacobs - 4,864
2. Dave Fitzmorris - 3,117
3. David Conte - 2,379

### Dealers

1. Turner's Outdoorsman - 5,517
2. Shoot Straight - 1,929
3. Chuck's Gun Shop - 1,456

### Instructors

1. Armed2Defend - 900
2. Andre Macon - 550
3. Practical Arms - 431

### Clubs

1. Manhattan Wildlife Association - 1,167
2. Tulsa Red Castle Gun Club - 856
- T3. Escondido Fish & Game Association - 582
- T3. Benton Gun Club - 582

### Independent

1. Tier One Media - 2,013

## Looking Ahead - 2016

2015 will go down as a banner year for NRA Recruiters. When all is said and done, over 200,000 members will have signed up or renewed through the program, an outstanding accomplishment!

As the calendar turns to 2016, look back with pride on your accomplishments of the previous year but be sure to shift your focus to the New Year and the challenges that still lie ahead. The general election, a little less than a year away, will set the course for the future of the Second Amendment. The next administration will more than likely appoint multiple Supreme Court judges; NRA must be at full strength BEFORE the November results are in!



Now is the time to plan your efforts for 2016. Look at the opportunities you had this past year and plan to expand them. Review some of the opportunities that you may have missed and capitalize on them. 2016 must be an outstanding year of

recruiting if we are to combat the ever present threats to our freedom.

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## NRA Recruiting Programs is Expanding!

NRA Recruiting Programs is happy to announce the expansion of the department! Soon, each category of recruiter will have its own, personal point of contact similar to the Gun Show recruiting program. This will allow the department to better serve each recruiter with more personalized service leading to greater membership growth in 2016 and beyond!

If you are a XS or XR recruiter, you may have already been introduced to your new representative. Aaron Michael joins

2. USACarry.com - 527
3. Duncan's Rainbow Range - 375

[View Complete Top Ten Lists](#)

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## Regional Gun Show News

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

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## 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

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## NRA In the News

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

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## Quick Information

[Order Recruiting Supplies](#)

[Download the UPDATED Instructor PowerPoint Presentation](#)

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

[NRA-ILA Fact Sheets](#)

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**Contact the NRA Recruiting Programs Department:**  
[recruiter@nrahq.org](mailto:recruiter@nrahq.org)  
800-672-0004

## Order Recruiting

the NRA Recruiting team ready to take on the challenge of expanding membership ahead of the vital 2016 elections. A die hard supporter of NRA and our Second Amendment, Aaron is here to help you achieve maximum recruiting success next year and beyond. Soon, XC and XI recruiters will have a similar point of contact for all of their recruiting needs.

The Gun Show (XP) program has two new additions as well. David Merrill takes over as the Western Marketing representative and Kathryn Hollifield will oversee the Southeast. Be sure to take down their contact information if you are from either of these regions.

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## Setting Goals for 2016

As we roll into 2016 and the general elections, it is crucial that each recruiter has a specific recruitment goal in mind. Your goals serve as a tool to keep you motivated and can provide an extraordinary sense of achievement once they are reached and surpassed.

Look at your 2015 membership totals and set a reasonable expectation for growth (remember, a goal must be achievable to be an effective tool). Once you have set your goal you must prepare a plan to achieve it. What opportunities did you miss last year? How can you capitalize on similar opportunities this year? How many members can you expect out of them? These are the types of questions to ask yourself when preparing goals for 2016.

**Instructors:** How many of your students joined or renewed with you last year? How many did you want it to be? To set your goal, take a look at the number of classes you have and how many students are in each one. Figure out how many students you need to join or renew from each class and how to make that happen.

**Gun Show Recruiters:** Have you approached your promoters about the "Join Here, Get in Free" program? You will be amazed at how many promoters will support this program since a healthier NRA means a better bottom line for their business. Make a target list of those promoters that you have a good relationship with and set out to get them on board. Accomplish this and your membership sales will skyrocket!

**Dealers/Retailers:** Do you have weekly targets for product sales? Should NRA memberships be any different? NRA membership is a great up-sell opportunity and should be incorporated into every ring at the register. Try giving your employees membership sales quotas and provide incentives to hit them.

**Clubs:** Is your club 100%? If not, what percentage of club members would you like to see as NRA members? Reach

**Supplies:**  
Online or call 866-672-4445

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## Regional Gun Show Reps:

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out to those who need to join or renew. Don't forget, the Recruiting Programs department can provide ads for your newsletters and links for your website(s) and digital correspondence.

Setting goals and having a strategy to meet and exceed them is necessary to achieve growth. If ever there was a need to exceed your set goals, 2016 would be it. If we all set reasonable goals and meet them in 2016, NRA recruiters will surely have a tremendous impact on the outcome of the next general election!

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## Back to Basics: The Sales Process

Signing up a new NRA member is similar to selling any other good or service. Much like a sales person, you must convince the "buyer" that spending their hard earned money with you is of value to them. Following a basic sales process will result in increased membership signups and, ultimately, a stronger NRA!

**Ask everyone to join:** It's simple; every person who comes through your shop or into your class should be asked to join or renew with you. The more individuals you ask, the more will join.

**Use open ended questions:** If someone says no (it will happen) ask why not. Open a dialogue with the potential member to see if you can find out what you can offer to get them to change their mind.

**Fill the void:** There will be a reason that a potential member says no. By asking an open ended question you should be able to find out why. Use the membership benefit that will fill their specific need to change their mind.

**Close the sale:** Ask them again to sign up. Once you have shown them that NRA membership can offer them a benefit that is of great value to them, ask them politely to fill out the application to join.

Following a simple sales process will be the key to signing up more members in 2016 and beyond. Not everyone will say yes, but the number of folks that do will certainly rise!

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