



We've Gone Digital!

Welcome to the new Recruiter Newsletter format enabling us to provide you with more timely information, and to expand distribution to six times a year! If you have suggestions, ideas or improvements - shoot us an email or give us a call.

TOP RECRUITERS

[View Complete Top Ten Lists](#)

Gun Show Recruiters

1. **Dave Fitzmorris** - 5,536
2. **Harry Jacobs** - 2,687
3. **Tulsa Gun Show** - 2,312

Dealer Recruiters

1. **G.A.T. Guns** - 998
2. **TGSCOM** - 939
3. **Target World** - 646

Instructor Recruiters

1. **C. D. Lamar-Wagner** - 762
2. **Stark's Training Inst.** - 477
3. **Glenn Gurnett** - 445

Club Recruiters

1. **Cherokee Gun Club** - 337
2. **Benton Gun Club** - 327
3. **Manhattan Wildlife...** - 310

Independent Recruiters

1. **Eagle Publishing** - 6,917
2. **Shooting USA** - 4,763
3. **Intermarkets, Inc** - 2,367

REGIONAL GUN SHOW NEWS

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

NRA-ILA HOT ISSUES

[Gun Owner Blacklist Bill Introduced in U.S. House](#)

[In Border States, BATFE Asks: "May We See Your Guns?"](#)

[NRA Appeals Seventh Circuit Ruling to the U.S. Supreme Court](#)

[Two-thirds of State Attorneys General Support Second Amendment Incorporation](#)

[Ninth Circuit Holds that Second Amendment Applies to States](#)

QUICK INFO

New Instructor PowerPoint available [for download](#).

You can order your recruiting supplies online [here](#).

JULY/AUGUST RECRUITER NEWSLETTER VOL. 13 ISSUE 2
JULY 21, 2009

Ask for the Sale!

"We miss 100% of the sales we don't ask for" ...Zig Ziglar



Asking for the sale or "closing" is a topic we touch on from time to time because it is one of the most important aspects of the sales cycle. It's a well known fact that the more times you ask for the sale, the more sales you will make.

It seems simple, yet many sales professionals encounter a stumbling block when asking for the sale because they don't want to appear too pushy or too aggressive. They talk and talk and talk, but can't bring themselves to ask for the sale. The prospect may have been ready and willing to buy, but now may decide to wait or stall the decision simply because he or she is being told, but not sold. The customer is expecting you to ask for the sale as a natural progression of the sales process. In fact, not attempting the close is awkward and can cause the prospect to doubt you and/or your product.

To get beyond this obstacle, be yourself and be comfortable. If prospects can read nervousness or awkwardness in your body language, you will not complete the sale. Also, dismiss the stereotypical perceptions of a "closer". Good closing skills have nothing to do with hard sells, pushy sales people, or rehearsed one-liners. It just means you have to ask nicely, politely and clearly, for the sale every time. It's not as important how you ask, but simply that you ask every time. Follow this simple rule of thumb and closing will become the easiest and most rewarding part of the selling process.

Your Goal is 300,000!

Since the inception of the Recruiter Program in the early '90s, we have experienced steady growth. Through the peaks and valleys - often driven by the political climate - the number of recruiters and number of members recruited continues to grow. Since the November 2008 presidential elections, 1,000 new Recruiters have joined the program, bringing the total number of Recruiters to more than 6,000! In addition, NRA Recruiters have been responsible for signing up 186,000 members since the beginning of the year. That's extremely impressive, and goes to show the power of grassroots activism and the resolve of NRA Recruiters.

The power and resolve of the NRA is evident throughout the political community. The most anti-gun President in history was recently delayed in his plans to bring back a permanent version of the expired "Assault Weapons" ban, thanks to a [letter Attorney General Eric Holder received from 65 democrats](#) opposing such legislation. Don't be fooled, they are only biding their time and waiting for the moment we drop our guard. Senator Dianne Feinstein has vowed to bring back the ban, recently saying, "I am prepared to wage the assault weapons battle again and I intend to do so". "I'll pick the time and the place, no question about that."

The question is, are you going to drop your guard, or are you going to stay on the offense? We are putting out the challenge to all new and existing Recruiters to stay aggressive and reach a Recruiting Program milestone by enrolling over a quarter of a million people by the end of the year! This is very attainable. We will accomplish this goal if every recruiter sells just three memberships each month through December 2009; sell just five memberships each

Recruiter Hat and Polo Shirt Drawing Winners!

William Allenbaugh
Carol Drye
Dennis Frasier
Bruce Jones
Frank Mercer
Debra Morris
Joseph Squires
Randy Wilbourn
Tom Wnorowski

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month and we can reach 300,000 members! The momentum is ours - will you accept the challenge?

Instructors On the Front Lines

As a NRA Certified Instructor, you play a vital role in shaping perceptions of NRA and the importance of protecting our Second Amendment freedoms.

Your captive audience is often new to firearms and NRA, and stands willing to listen and learn. This presents a perfect

recruiting opportunity, but

you have to deliver the NRA information and ask for the sale. Recently, we had a chance to talk with two experienced and successful Instructor Recruiters, and we asked them to share some of their ideas and techniques.



Cheryl Lamar-Wagner, Instructor Recruiter of the Year in 2008, has been an active recruiter since 2005, and has recruited more than 1,700 members.

"The most important thing I've found is that you let people see that you believe in what you're doing. I've known many people who have come up to me after class to say 'I joined NRA because you obviously believe in what you're saying.' Our members want to see that you are sincere and honest in your conviction before they will join. The other thing to remember is that people will find things out on their own, so check your facts! Calling the ILA is an easy way to make sure you're giving out correct information."

Dan Starks, a regular in the Instructor **Top Ten**, has been an active recruiter since 2002 and has recruited more than 2,000 members.

"I start by talking about the benefits of membership, especially how expensive firearms are and how much the NRA insurance coverage can help. Most people don't realize it, but homeowner's insurance deductibles are usually too high to cover firearms. I also use the personal angle - there's always something going on in their community or a nearby city that is bad for law-abiding gun owners. The most important thing, though, is honest appeal. There's almost always someone in the class who has been a victim of violence, and can explain to the others why the right to own a gun is so important."

We hope these thoughts will help you in your own recruiting activities. If you haven't yet, be sure to download the specialized **Instructor Recruiter Power Point** presentation. This will help you present the benefits of NRA membership to your class, and provides a good segway into your membership pitch.

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