

2017 Off to an Amazing Start! NRA 5-Star Member Benefits. 2017 NRA Annual Meetings and Exhibits. 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.



March 23, 2017

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## Top Recruiters

### Gun Shows

1. Harry Jacobs - 1,534
2. Showmasters - 1,258
3. David Conte - 940

### Dealers

1. Turner's Outdoorsman - 2,047
2. Shoot Straight - 598
3. Chuck's Gun Shop - 301

### Instructors

1. Armed2Defend - 468
2. Black Wolf Tactical LLC - 187
3. Donnie Pridemore - 81

### Clubs

1. Peconic River Sportsman's Club - 463
2. Benton Gun Club - 430
3. Cherokee Gun Club - 292

### Independent

1. Tier One Media - 520
2. USACarry.com - 106
3. The Well Armed Woman -

## 2017 Off to an Amazing Start!

The first quarter of 2017 is almost in the books and NRA Recruiters continue to make a significant impact on the strength of NRA! Thus far, more than 70,000 members have already enrolled through the Recruiting program. Recruiters are doing an amazing job keeping pace with a record shattering 2016!

It is imperative that NRA Recruiters stay persistent in 2017. The general election is behind us and, with a pro-gun White House and Congress, complacency among gun owners may come into play. Remind them that their NRA is still hard at work fighting to restore lost Second Amendment Freedoms on the state and federal levels. It is just as important to keep a strong membership base now as it ever has been if we are to keep the momentum moving in the right direction.

Make sure that you are up to date on all of the challenges NRA faces and the stance NRA takes. Visit [www.NRAILA.org](http://www.NRAILA.org) on a frequent basis to get your information straight from the source. Be sure to look at both federal AND state specific issues. Staying current on issues important to gun owners in your area will give you instant credibility and will improve your effectiveness as a Recruiter.

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## NRA 5-Star Member Benefits

[View Complete Top Ten Lists](#)

## Regional Gun Show News

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

## Individual Category News

[XC](#)  
[XI](#)  
[XR](#)  
[XS](#)

## Current Pricing

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

One-Year (\$40) - \$30  
 Three-Year (\$100) - \$85  
 Five-Year (\$140) - \$100  
 Regular Life (\$1,500) - \$600

## Quick Information

[Download the Instructor PowerPoint Presentation](#)

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

**Order Recruiting Supplies:**  
[Online](#) or call 866-672-4445

## Regional Gun Show Reps:

Northeast Region (CT, IN, MA, ME, MI, NH, NJ, NY, OH, PA,



Now, more than ever, the benefits of membership are as important a selling tool as anything else Recruiters have. Familiarizing yourself with the NRA 5-Star Benefits program will go a long way towards hitting your goals in 2017!

Visit <https://benefits.nra.org/> to see all of the wonderful perks that NRA membership includes beyond the award winning magazines. Get very familiar with the benefits that best resonate with your target audience and watch your membership sales continue to soar!

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## 2017 NRA Annual Meetings and Exhibits

Join us for the 146th NRA Annual Meetings and Exhibits at the Georgia World Congress Center in Atlanta, GA, April 27-30, 2017! With over 8,000 exhibitors covering 450,000 square feet of exhibit hall space, educational seminars, celebrities, and fun filled special events, bring the whole family - there will be something for everyone! Spend the day exploring products from every major firearm company in the country, book the hunt of a lifetime in our exclusive outfitter section, and view priceless collections of firearms in our gun collector area. You'll also see knives, wildlife art, shooting accessories, hunting gear, ATVs and much more!



Interested in volunteering? If you can spare half

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### Category Marketing Reps:

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a day, Recruiters can have a direct impact on the success of this year's event. Volunteer to help in the membership registration area! NRA Recruiters have the experience to assist in membership sales, a key element in making this area run smoothly. Additional help will also be needed at the NRA Store, especially volunteers who have cashier experience. Visit [www.NRAAM.org](http://www.NRAAM.org) for more information on how to sign up as a volunteer and for the most up-to-date information on events, ticketing and hotel information. See you in Atlanta!

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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 2017 and beyond. Not everyone will say yes, but the



*Download NRA video clips here*



number of folks that do will certainly rise!

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