

Retention: From Rock Star Employees to Lasting Customers

NSSF[®]
*The Firearm Industry
Trade Association*

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Onboarding A New Hire:



1.) Company's Mission Statement and/or Tag Line

2.) General Customer Service Policies

- * 3 Second Rule
- * Service With A Smile

3.) Tour Facility

Retention of Happy Employees:

- 1.) Employee Morale and Staff Incentives
 - a.) Opportunity for advancement
 - b.) Incentive programs
 - c.) Events/Celebrations
 - d.) Acknowledge good work

Remember To Provide The Tools To Succeed:

- Empower with knowledge
- Personalize the position to the employee
 - What are their strengths and ultimate goals, both personally and professionally
- Give additional responsibilities
- Take time to education (explain why)
- Provide confidence to strive

Happy Employees = Happy Repeat Customers

- 2.) Ongoing Efforts To Continuously Keep The Work Place Enjoyable
 - a.) Competitive benefits
 - b.) 401k match
 - c.) Bonuses/pay increases
 - d.) Gas stipend
 - e.) Employee discounts
 - f.) Casual Fridays
 - g.) Employee referral program
 - h.) Top Shot Tuesdays
 - i.) Expert Voice





Staff Training:

- 1.) Extensive on the job training and its importance
- 2.) Testing on company policies and procedures
- 3.) Qualifications & Certification Requirements
- 4.) Teacher/Coach Approach

Staff Training:

- 1.) NSSF Resources – SHOT Show, NSSF Expo, and Shot University
 - 2.) Local state/federal conferences – staying current and up to date on constantly changing forms and laws
- All shared from owners, management, admins, and lead personnel down to ALL employees through the following channels:
 - Daily morning meetings
 - Mass messaging through scheduling software
 - Monthly Leadership meetings
 - Weekly internal employee newsletter
 - Mandatory quarterly training sessions

Dealing With Challenging Staff Members:



- Personality traits
- Lead by example
- Make every moment a teachable moment
- Peer Solutions vs. Management
- Personalize –
 - What you know about employee
 - Their ultimate goals
 - Make references/comparisons

A Customer's (First, then lasting) Impression:

- 1.) You Only Get One Shot!
- 2.) Who Is The Face of Your Company?



A Customer's (First, then lasting) Impression:



- 3.) Continuation Of Customer Service
- 4.) Balancing Safety Vs Properly Correcting Range Rule Violations

NSSF Offerings/Advertising:



- 1.) Beneficial to both the industry's employees AND the customers
 - * Get the staff involved and excited to participate AND promote what the NSSF has to offer
- First Shots
- National Shooting Sports Month – August
- +ONE Movement

Training Department Employee Involvement:

1.) Upon hiring, we stress the importance of our employees actively participating in our TD offerings

- * Drawing From The Holster
- * Tactical Drills
- * Digital Simulator
- * ShootHouse
- * NRA Courses
- * Armorer's Classes

2.) Interactions/Engagement with Members and Customers

*Which could lead to obtaining some of your best employees through this



Customer Service Complaints:

1.) Empowering Staff

- a.) Immediately diffuse and rectify (if possible) the situation within a matter of seconds/minutes

2.) Social Media/Internet Reviews

- a.) Acknowledge the review as soon as it is seen
- b.) Have customer follow up via e-mail with details
- c.) Dedicate appropriate team member to personally call dissatisfied customer
- d.) Follow-Up



Chris Forcino

Apr 10 · 4:28 PM

★★★★★

Range is nice and so are the range officers. Aside from that this place over charges for everything. Their ammo prices are absurd and you can find cheaper handguns anywhere else around nj. Staff is not helpful at all when trying to purchase a handgun either. Very frustrating experience with their sales staff.



Hello Chris,

Thanks for the review and feedback. Do you mind reaching out to us via email at info@rtsponline.com so we can get more information about your visit. We use these reviews as a learning tool with our staff and would like to get some more information about your experience.

As far as the pricing goes, we feel your pain. As with everything in the world getting more expensive, ammo is certainly not exempt. There are some online options that of course don't have the overhead and staffing expenses that we carry that are out there. We also offer



In Conclusion:

- Set your newly hired employees up for success
- Keep the current staff motivated through both training and incentives for retention
- Create ongoing exceptional customer service skills over time and with service based experiences
- Focus on a LASTING impression
- Utilize NSSF offerings
- Promptly handle any customer complaints

"We are what we repeatedly do. Excellence then, is not an act, but a habit."
-Aristotle



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