

# Revitalizing a Stalled Training Program

**NSSF**<sup>®</sup>  
*The Firearm Industry  
Trade Association*

# Revitalizing a Stalled Training Program

**Paul R Bastean**



***Managing Director***

**Ultimate Defense Firing Range & Training Center**

**Ultimate Defense Training Method**

***Sergeant***

**Special Operations Division**

**Lake St. Louis Police Dept.**

**National Shooting Sports Foundation**

**Range & Retail Advisory Board Member**

# Revitalizing a Stalled Training Program

## Ultimate Defense Firing Range & Training Center



**Indoor Firing Range - 18 Lanes**

**NSSF 5 Star Range**

**Nominee for NSSF Range of the Year**

**6 Full Time / 26 Part Time Staff**

**Opened in 2010**

**2022 Training Center Expansion**

# Revitalizing a Stalled Training Program

## Symptoms

Low Enrollment

Cancelled Classes

Client Retention Failing

Lack of Client Engagement

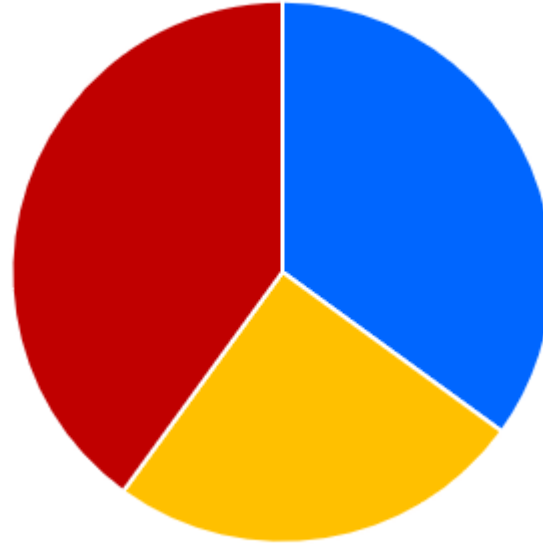
Lack of Subsequent Sales



# Revitalizing a Stalled Training Program

## Diagnosis

**Training Program Elements**



■ Marketing ■ Content ■ Instructor

# Revitalizing a Stalled Training Program

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INSTRUCTOR

# Revitalizing a Stalled Training Program

## INSTRUCTOR

Evaluate your current instructors

How did they get this job?

Genuine observed talent, ability to connect and demonstrated skills

OR

Perceived ability based upon purported history and experience



# Revitalizing a Stalled Training Program

INSTRUCTOR

WHO SHOULD YOUR INSTRUCTOR BE?

Reliable, Relatable, Knowledgeable, Entertainer

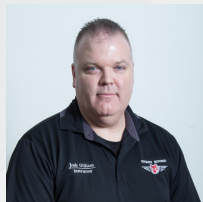
UD Range 30,000 Concealed Carry Enrollments  
6 Use of Force Trainers





# Revitalizing a Stalled Training Program

EXPERIENCE IS LESS IMPORTANT THAN THE ABILITY TO CONNECT WITH THE AUDIENCE



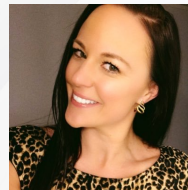
Lt. Joshua Gilliam  
Hostage Negotiator  
Former Wedding DJ



Sgt Melissa Doss  
Community Relations  
Academy Instructor



Chris McAmis  
Internet Marketing  
Musician



Holly Hoestenbach  
Social Media Influencer  
Reporter



Dep Chief Randy Sanders  
Firefighter  
FEMA Task Force Leader



Capt Chad Layton  
Police Public Relations  
Hockey Announcer

# Revitalizing a Stalled Training Program

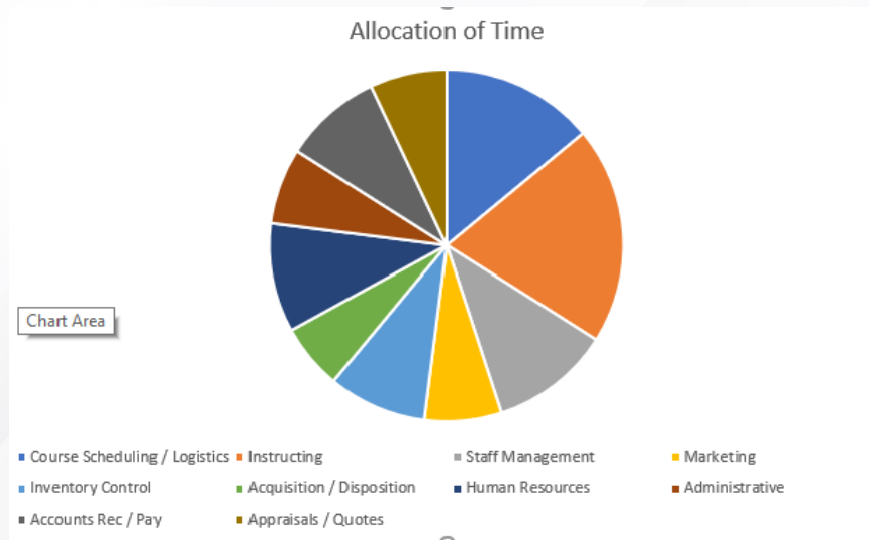
## INSTRUCTOR

Where are you putting your time?

Where does instructor recruitment fall on your priority list?

You are irreplicable, as the leader of the company, not as an instructor

Are you willing to accept that your time is better spent elsewhere?



# Revitalizing a Stalled Training Program

## INSTRUCTOR

**Once you get one that connects  
keep them happy.**

### **PAY THEM!**

**UD Rate - \$50 an hour**

**\$400 pay - 8 hour class**

**\$125 per x 15 = \$1875**

**“Range Nobility”**



# Revitalizing a Stalled Training Program

INSTRUCTOR


Instructor Evaluations

SIMPLE

3 Questions

Minimal Thought

Develop Leads

COURSE EVALUATION			
Course Title _____			
Did the course content meet your expectations?	Failed	Met	Exceeded
Did the instructor meet your expectations?	Failed	Met	Exceeded
Did the facility meet your expectations?	Failed	Met	Exceeded
(Optional) Comments			
_____			
_____			
_____			
<b>Please send me information in regard to:</b>			
Mo Concealed Carry Training Program		Woman's Self Defense Course	
Individual Firearms Training		First Shots or Second Steps	
Civilian Response to Armed Confrontation		Choosing the Right Handgun	
Defensive Handgun I - Adv. Fundamentals		How to Survive a Carjacking	
Defensive Handgun II - Practical Application		Basic Handgun - Ladies Night	
Defensive Handgun III - Low Light		Monthly or Annual Memberships	
Bowling Pin or Silhouette Leagues		Firearms Purchases / Appraisals	
(Optional) Email: _____			

# Revitalizing a Stalled Training Program

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CONTENT

# Revitalizing a Stalled Training Program

## CONTENT

## RELEVANT

Is what you are offering what you want to teach, what you think people should take, or what the public will pay for?



**ENROLL TODAY!!**

**ULTIMATE DEFENSE**  
FIREARM TRAINING & EDUCATION CENTER

**CONCEALED CARRY REFRESHER COURSE**

**636-278-2825**  
**www.udrange.com**

Many of the laws regarding Concealed Carry and Justified Use of Force have changed in the last 15 + years. How up to date are you on the changes?

Come spend an educational and entertaining evening with Ultimate Defense's CCW Instructors and get caught up on exactly how the changes applies to you!

For a \$95 fee, Ultimate Defense will provide a firearm, ammunition, hearing & eye protection, targets, Simunition ammo for the shoot house and everything you need to successfully complete the course.

You are welcome to bring your own equipment and cased firearm with a minimum of 40 rounds.

**Course Objectives**

- \* Identify Changes in the Law
- \* Review Statutory Justified Use of Force
- \* Advanced Fundamentals
- \* Utilizing Cover Effectively
- \* Live Fire Re-qualification
- \* Shoot House Threat Assessment Training

**NEXT COURSE DATE:**  
**THURSDAY MAY 17TH 6:00 PM - 9:00 PM**  
Instructor: Paul R Bastean, Managing Director  
**WWW.UDRANGE.COM OR 636-278-2825 TO ENROLL**  
590 Turner Blvd St. Peters MO 63376

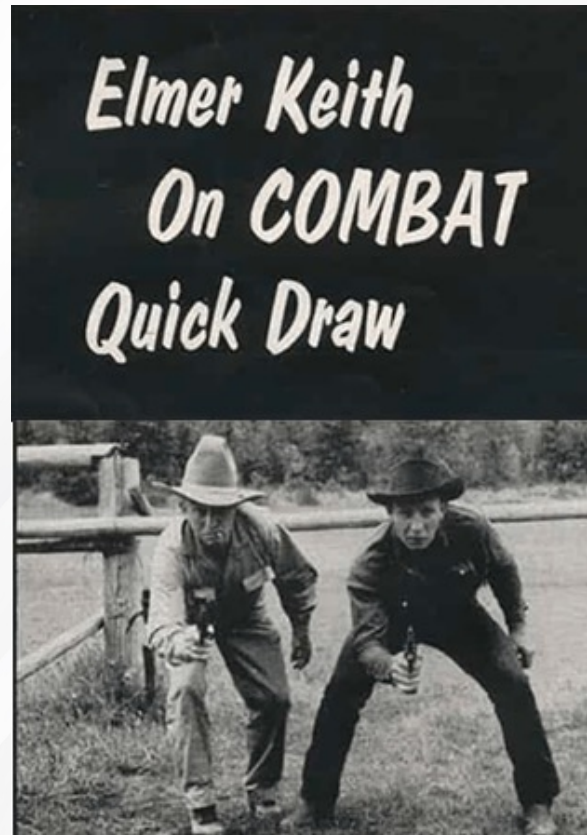


# Revitalizing a Stalled Training Program

## CONTENT

## CURRENT

In today's world, you have to keep up with new equipment, tactics and trends. When is the last time you updated your presentation?



# Revitalizing a Stalled Training Program

## CONTENT

## SKILL LEVEL APPROPRIATE



### **Master Instructor** Development Program

#### Master Instructor Development Program

Please see the calendar on the home page for a list of training locations and dates.

The **NSSF** Master Instructor Development Program (MIDP) was designed to provide continuing education to individuals certified as firearms instructors. Foundation courses of the MIDP include instructor level training on the three most commonly utilized law enforcement weapon systems, handgun, rifle, and shotgun. Alternative topics such as low light concealed carry and shoot house instructor may be offered at the request of the host.

#### Range Safety

#### **Shooting Fundamentals**

#### Operations Skills – **Loading, Malfunctions**

#### Shooting Positions

#### Basic Tactics

#### Shooter Remediation



# Revitalizing a Stalled Training Program

## CONTENT

### VERIFIABLE ACCEPTED PRACTICES & CONTENT

Your course is not a personal soapbox for instructor theory, unproven methods, make-believe examples or judgement.

ALL presented information has to be approved by you and be consistent with your core values.

#### **CORE VALUES STATEMENT**

##### **SAFETY**

Creating and maintaining an environment where customers, staff and visitors are free from harm or danger.

##### **PROFESSIONALISM AND INTEGRITY**

Performing with integrity at the highest levels of competence and skills, including attention to dress, attitude, and interactions with others.

##### **INSTITUTIONAL AND ACADEMIC EXCELLENCE**

Providing world class training and instruction in a facility that is operated and maintained at the highest standards.

##### **COMMUNITY**

Contributing to our community through involvement in local activities and support for worthy organizations.

##### **CUSTOMER SERVICE**

Creating unmatched customer loyalty by treating all of our patrons with respect and patience.

# Revitalizing a Stalled Training Program

## CONTENT

Give EVERY client a gift at the end of a course

“I know you all have busy lives, and we appreciate you taking the time to train with us. We are going to wrap this up because we know you have things to do, and we’re going to give you a 10 minute jump on getting them done.”



# Revitalizing a Stalled Training Program

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MARKETING

# Revitalizing a Stalled Training Program

## Marketing

How are you currently marketing courses?

Facebook – Restricted

Instagram – Restricted

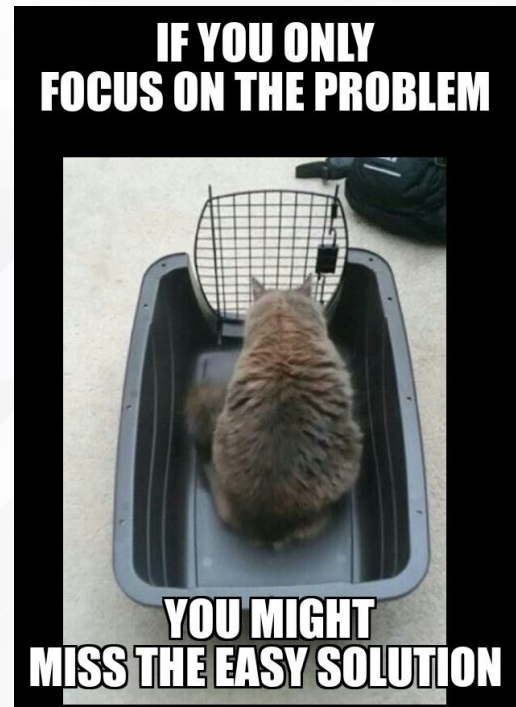
Tic Toc - Restricted

Google Ads – Restricted

TV Commercials – Ineffective

Twitter – Limited Results

Pinterest – Limited Engagement



# Revitalizing a Stalled Training Program

## Marketing

### Ultimate Defense Firing Range & Training Center

590 Turner Blvd., St. Peters - 12.7 mi  
\$79 for Shooting Package for Two at Ultimate Defense Firing Range & Training Center (Up to 36% Off)



Ultimate Defense Firing Range Shooting Package for Two  
\$125 \$79 36% Off  
790+ bought

Extra 25% off, up to \$50  
Promo Code SAVE. Ends 6/17. Apply

This item is selling fast, so act now!

Buy Now

Add to Cart

Give as a Gift

Share This Deal

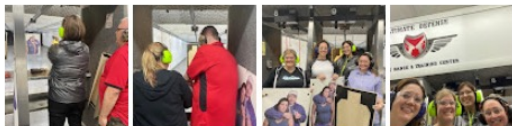
Like 1



Laurie Duepner Real Estate Group  
Local Guide · 8 reviews · 20 photos

★★★★★ 2 months ago

Excellent firing range! Dean from Ultimate Defense was fabulous on instructing us ladies how to properly and safely handle firearms. His knowledge went above and beyond, and he was there for us every step of the way during our trip to the range! Cannot recommend Ultimate Defense enough - we will be back! Thanks Dean!!!



Like

## BEST source of marketing is your clients

### Ultimate Defense Firing Range & Training Center

590 Turner Blvd, St Peters, MO

4.8 ★★★★★ 436 reviews

Write a review

People often mention

All course 26 CCW 25 rent 16 facility 15 +6

Sort by

Most relevant Newest Highest Lowest

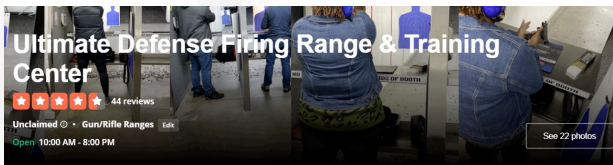


Casey Ray  
Local Guide · 95 reviews · 11 photos

★★★★★ 20 hours ago NEW

I took a "First Steps" Class yesterday and I am so glad I did. This was my first time even handling a gun so I learned so much, although the 9mm scared me because it was so powerful and was moving my hands. The guys walked me through because I'm dumb when it comes to guns. I even scrapped my thumb trying to pull a latch to load it smh, that's how dumb I am when it comes to guns. Anyway I will be back next week for their "How to choose a firearm" course.

Like



Write a review Add photo Share Save

Review Highlights

<http://www.udrange.com>

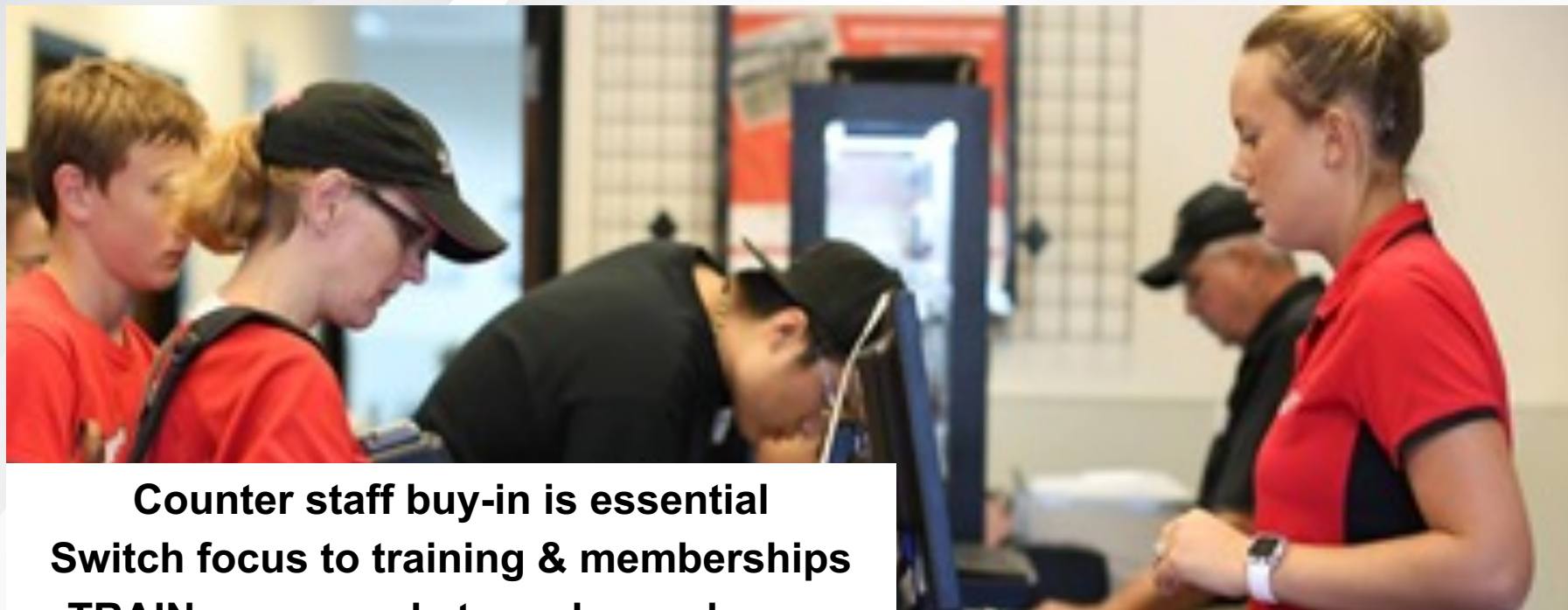
(636) 278-2825

actions  
mer Blvd St Peters, MO 63376

**NSSF**  
The Firearm Industry  
Trade Association

# Revitalizing a Stalled Training Program

## Improved Enrollments



**Counter staff buy-in is essential**  
**Switch focus to training & memberships**  
**TRAIN your people to endorse classes**



# Revitalizing a Stalled Training Program

Market WHY they should take your class



**ARE YOU SAFE?**

Ultimate Defense Firing Range Presents:  
**How to Survive Carjacking**

*Passenger & Self Defense Scenario Based Training*  
Train on real vehicles with Simunition firearms & marking rounds  
\$85.00 - Limit of 12 Participants per course  
Guns, ammo and all necessary training gear is provided

Ultimate Defense Firing Range & Training Center  
590 Turner Blvd St. Peters MO  
www.udrange.com 636-278-2825

Enroll Online at [www.udrange.com](http://www.udrange.com)  
Or call 636-278-2825



**TRANSITIONING TO  
RED DOT SIGHTS (PISTOL)**

Tues. April 26  
6:30-9:30pm

www.udrange.com  
636-278-2825



**Why Should I Get a Missouri  
Concealed Carry Permit?**

**Training Value**  
Lots of our clients know how to shoot, but our training teaches how to survive armed confrontation. Because our courses are taught by active duty law enforcement officers, you will leave Ultimate Defense knowing EXACTLY what the law defines as a justified use of force.

**Legal Compliance**  
If you do not have a permit and carry into one of seventeen different types of locations, you can be charged with a violation of Unlawful Use of Weapons where the same carry with a permit does not constitute a criminal offense.

**1 Day - 8 Hour Training**  
\$135 Course fee includes course materials, firearm rental, ammunition, eye & ear protection and targets.

**Reciprocity**  
Missouri's permit is recognized and accepted as a valid permit by 36 other states.

Enroll today at [www.udrange.com](http://www.udrange.com) or call us at 636-278-2825

Knowledge, tools and experience to protect yourself and the people you care about.

# Revitalizing a Stalled Training Program

## Marketing





# Revitalizing a Stalled Training Program

## Marketing

Your current enrollments are directly linked to your future success.

“Link” your courses with content.

Concealed Carry better with Low Light Tactics

Low Light Tactics better with C.R.A.C

C.R.A.C better with Defensive Handgun I



# Revitalizing a Stalled Training Program

## Marketing

“Reward” your Clients

## Ultimate Warrior Program



### Ultimate Warrior Project

Ultimate Defense Firing Range & Training Center proudly presents the Ultimate Warrior Project. The Ultimate Warrior Project is an invitation only program that recognizes those individuals who have taken extraordinary steps to mentally, physically, and emotionally prepare themselves for a justified use of force.

To qualify for the Ultimate Warrior Project, an individual must be a member of Ultimate Defense and complete a total of 60 credits from the courses listed below. Additional credit courses may be offered with varying weighted credit values.

Benefits exclusive to those achieving Ultimate Warrior status include:

- Access to advanced level training not available to the general membership
- Early notification of new courses
- Early notification of special and hosted events
- A challenge coin and certificate exclusive to Ultimate Warriors
- Recognition of status on the Ultimate Warrior Wall

First Shots	2 Credit	
Basic Handgun – Ladies Night	2 Credit	
Second Shots	2 Credits	
Concealed Carry	4 Credits	
Concealed Carry Refresher	3 Credits	
Defensive Handgun I	6 Credits	
Defensive Handgun II	6 Credits	
Defensive Handgun III	6 Credits	
How to Survive a Carjacking	3 Credits	
Home Defense – Building Search	3 Credits	
Home Defense – Ballistics Lab	3 Credits	
Home Defense – Shotgun	3 Credits	
Modern Sporting Rifle	5 Credits	
Woman's Self Defense	3 Credits	
Transition to Red Dot Optics	3 Credits	
Civilian Response to Armed Confrontation	8 Credits Each	
Blue Orange Brown Red		
Yellow Black Green Purple		
Private Instruction	2 Credits	
Enhanced Shooting Skills	4 Credits	
	Total	

Name \_\_\_\_\_ Member Number \_\_\_\_\_

# Revitalizing a Stalled Training Program

## Improved Enrollments

- **Select Clients**
- **Conversation Starter**
- **\$.33 Each on 5000**
- **Your Pictures / Your Facility**
- **Grouped by Topic**
- **Single Printable Pages**
- **Presents the “Reason”**
- **Why You Are Better**



# Revitalizing a Stalled Training Program

## Improved Enrollments

- About ME
- Courses
- Membership Levels
- Rental Wall Guns
- Shooting Packages
- Machine Gun Packages
- Private Events
- Private Training Sessions





# Paul R Bastean

[info@udrange.com](mailto:info@udrange.com)

[pbastean@udrange.com](mailto:pbastean@udrange.com)

636-278-2825

**NSSF<sup>®</sup>**  
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