

Carey's

Answer #

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Book

RANGE VENTILATION AS YOUR COMPETITIVE ADVANTAGE



Centennial Gun Club in Centennial, CO discusses their range ventilation in a video on their website that includes a tour of the range showing Rooftop Unit [shown here], Diffuser, Fog machine demonstration, and Exhaust Unit. The program explains that "Here at Centennial Gun Club, we've invested in a lot of equipment and technology to make your experience here safer, as well as more enjoyable." You can watch at <http://tinyurl.com/CGCVideo>.

Come to Carey's for answers.



Effective Range Ventilation is essential to provide a truly enjoyable shooting experience as well as to insure safety.

Plus, range owners seeking to expand their customer base can benefit because ventilation is a strong competitive differentiator in the eyes of their users.

It's a key reason shooters prefer one range over another...



Benefits to shooters from a well-designed and properly functioning Range Ventilation System include –

- **Clear, smoke-free air** – System provides steady and even (“laminar”) air flow at the firing line and throughout the range so that smoke and contaminants are removed from the shooter’s breathing zone and rapidly drawn downrange.
- **Better target sighting** – Shooters have a clear shot at the targets.
- **Protection from lead fumes** – System maintains a negative range pressure to the surrounding areas of the building to keep lead contaminants from entering the firing area or adjoining retail space.
- **A/C and climate control (if applicable)** – Depending on your climate, A/C can contribute to a comfortable shooting experience in all seasons and weather.

Now here’s the challenge: When the Range Ventilation is working well, nobody notices it. So, comments on ventilation are not likely to be the first words out of anyone’s mouth when they talk about the experience they have had using your range.

In the words of two Carey's customers:

- *“Ventilation is absolutely a selling point! But it’s tough to market this because customers take ventilation for granted. We cover range ventilation and its benefits in our safety video.”*
- *“Ventilation makes the difference for us. We have a local competitor with very dirty air. Those who come here can tell the difference. But it’s not something you can market to those who have not seen the difference.”*

To address this challenge and turn Range Ventilation into your competitive advantage, we suggest that you take action to –

- Help your customers understand how important ventilation is to their enjoyment of shooting at the range and
- Motivate them to spread the word.

Here are **four approaches** that can help you build the perception in your customers' minds that the air they're breathing is fresh ... and that this is something worth telling their friends about.

1. Word-of-Mouth Marketing – A Simple Process That Begins with a Conversation

Word-of-mouth starts right at your range, with friendly conversations with customers. Here are steps you can take to convert your customers into technology evangelists about your range and the clear, fresh air that it provides:

1. Choose a time of day and day of the week when range activity is slow to moderate. (Not a busy Saturday.)
2. Watch your customers as they are preparing to leave the range. Select those who appear relaxed and unhurried.
3. Strike up a conversation – “How was the range? Did you enjoy the practice?”
4. If customer is willing to talk a bit, bring up questions related to ventilation – “How was the air today in the range? Did it seem fresh to you? Could you see the targets clearly?”



5. ***If customer is happy with ventilation and target sighting:*** Ask them if any of their friends or family are looking for a range for training and practice. Remind them that you're always eager to work with first-time users. *If customer reports dissatisfaction, resolve the issue before continuing the conversation.*
6. Ask them if they've ever used Yelp, Google or a similar online review platform, or if they have a Twitter account.
7. If they're a user, encourage them to take a moment to write a brief review or tweet about your range and to mention that the air is fresh and the targets easy to see.
8. ***Thank them*** for their business and for taking a moment to help spread the word.
9. Repeat with the next customer who seems amenable to a brief conversation.

This process may seem awkward at first, but once it becomes routine, it will provide you with effective ***word-of-mouth marketing***. This approach to marketing is free of charge, and it's generally more credible in the eyes of customers than most paid advertising.

2. Onsite Marketing – How to Raise Awareness Among Your Customers

When customers visit your range, you have several “point-of-contact” opportunities to raise their awareness about the benefits of Range Ventilation as a key component of their experience in using the range.

Classes and training – Mention the range ventilation and how shooters benefit. Remind shooters to ask specific questions about this before shooting elsewhere.

Poster or flyer – Upon request, Carey's will provide you with a template for a poster that makes users aware that your range includes Ventilation by Carey's and briefly highlights the benefits to them. This template can be used to create a poster placed at the range entrance, or as a flyer to place on your counter.



Safety video – Include a brief “sound bite” on range ventilation and how shooters are protected from lead inhalation.



Frontier Justice in Lee's Summit, MO, was featured in a video produced by Camfil Filters that emphasizes the critical roles that ventilation and filtration play in range user safety. As owner Jason Wagner explains, “With the Air Handling Unit that we have designed by Carey’s, and with the filters that we have provided by Camfil, [...] test results have come back showing no traceable amounts of lead in the air.” Watch the video at <http://tinyurl.com/CamfilVideo>.

3. Online Marketing – How to Tell Your Story to Prospects

Your website provides a unique opportunity to **tell your story**. How did you decide to build the range? What is your business mission? How is your range serving the community?

Make Range Ventilation part of your statement –. Explain how effective Range Ventilation provides a superior shooting experience and distinguishes your range in a competitive market. A couple of examples from actual websites of Carey’s customers:

- “Why Shoot at **Calibers Indoor Shooting Ranges**? Our shooting ranges are newly constructed, brightly lit, and well ventilated. Our indoor environment is a consistent 71 degrees and its high-volume HEPA air filtration system removes 99.97% of airborne particulates.”
- “HOW ARE WE DIFFERENT? **Range at 355** has a state of the art filtered range ventilation system, installed by Carey’s Small Arms Range Ventilation. Carey’s is considered, by many in our industry, to be the best small arms range ventilation company in the world. Our exhaust air is cleaner than the outside air leaving you with an enjoyable shooting experience.”

Add “progress shots” from the original construction – A Range Ventilation System is a beautiful work of art to behold ... but it’s normally covered up. If you have photos from the original construction, post them online to show how the work was done.



Shoot Center in Cape Coral, FL, has a 6-minute video posted on its Facebook page showing range construction in progress, together with comments posted by enthusiastic customers. Owner Aaron Forum discusses the Carey’s range ventilation system in terms that make the benefits clear: “Carey’s is best in the business. They’ve done over 800 gun ranges in the United States. And I can promise you you’ll have a very high air quality, a very clean system when you come here to shoot.” You can watch the work in progress at <http://tinyurl.com/SCGRVideo>.

Showcase the ventilation in a “virtual tour” – Include a photo gallery to take online visitors on a “virtual tour” of your range, including a peek behind the scenes to watch the Range Ventilation System in action. Add a caption like the following: “With state-of-the-art ventilation, you’re sure to have a comfortable shooting experience.”

Answer typical questions on Range Ventilation – Use the FAQ’s section of your website to explain the steps you are taking to insure customer safety and comfort. This can be part of a comprehensive Safety section that also includes information on hearing protection, fire prevention, and basic gun safety.

Publish customer testimonials – At least once a week check your range’s online presence (just do a search on your business name plus “reviews”). When you see a positive review, ask the author for permission to quote the review on your website.

Prove the case with a “smoke test” or “fog test” – Upon request, Carey’s can provide you with video of an actual “smoke test” that dramatically shows smoke being evacuated downrange and away from the firing line. Adds an element of interest to your website.



Fog machine tests the ventilation at **Centennial Gun Club** – “As you can see, it’s all continuing down range.”

4. Public Outreach – How to reach the broader community

Look for opportunities to inform the public about your range, and the training and services that you offer. This presents one more opportunity to add some content on Range Ventilation in the context of range safety and user experience.

Community organizations – Your local Rotary chapter, YMCA or chamber of commerce may be looking for luncheon speakers.



Shooting enthusiasts – Check to see what hunters’ organizations and the NRA are doing in your area. Get on their calendar.

Would you like to learn how Carey’s can help you turn your Range Ventilation into your competitive advantage?

Call Carey’s today at (708) 532-2449 for a free consultation, or contact us at Answers@CareysCentral.com.

Customized Air Handling for the Indoor Shooting Range



Since 1995, Carey's has completed hundreds of indoor range ventilation projects at facilities that have met and exceeded industry and military standards, including projects for the U.S. Navy, U.S. Air Force, U.S. Marshals, municipal police departments and commercial ranges.

Call Carey's today at 708-532-2449 for a free consultation.

Or visit www.CareysCentral.com.

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