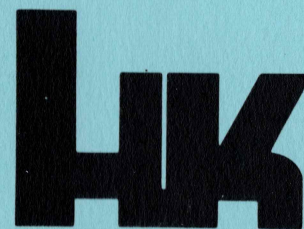


# How To Sell



—Heckler & Koch—

# How To Sell HK

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## How To Sell The HK Family of Firearms

### Introduction:

HK products are expensive. Why? Because they are perhaps the **finest** weapons in the world. They are the **ultimate** of unique quality, durability and reliability. Yet, their virtues are not always obvious to the beholder.

HK firearms are not for everyone. People with an appreciation for quality, performance, excellence in concept, and things well made, will soon warm up to the philosophy and technology of the HK firearms.

Obviously, you cannot use the price of our firearms as a selling point. What you **can** use is the general knowledge that often low-priced products are **not** worth the money, while more expensive products can be of **excellent** values.

The key to selling HK products is to make the customer understand and accept that these excellent firearms are worth their cost. They have been designed with one single thought in mind — to produce firearms that represent an optimal combination of durability, accuracy and reliability. Cosmetics have played a very minor role. These guns are made to function reliably and their form follows their function.

Of course, every manufacturer **claims** that his products are the best ever made. Few are able to **prove** their point. Why should your customer want to buy an expensive HK gun rather than a competing product from another manufacturer? It's because of the "Unique Selling Points" (USP's) of HK products and the unique advantages they represent to the customer. **All** HK products have **special** USP's, so that you do **not** have to use price as a selling point.

**But you must** know your HK product! You **must** know the USP's. You should be able to explain to the customer the unique technical characteristics of HK firearms and translate them into user-advantages. You should be able to quickly and accurately take any HK gun apart and reassemble it correctly. You **should** be able to demonstrate any HK firearm to a customer and instruct him in its proper use. And **you should** be capable of using any HK firearm tactically and operationally correct.

With the knowledge and understanding of HK products, you will soon realize how much professional experience and consideration went into their design, and how much diligence and care went into their manufacture. You will be proud to represent HK firearms and their high degree of excellence. And you will be able to make your customer proud of possessing them.

### Product Knowledge

Comprehensive product knowledge will make you feel comfortable. It will put you into a position of authority from which you can solve the customer's needs as an expert. It will keep you in the driver's seat and you will maintain the initiative during a sales conversation with the customer.

Since product knowledge is the key to selling HK products, we have tried to compile the USP's of each type of HK product in this "How to Sell" brochure. Please read it carefully. It really helps.

There are some general problems you may encounter in selling HK firearms. They are generally founded on traditional thinking, lack of knowledge or simple prejudice. Here is a vintage selection:

**Prejudice #1: "Bolt action rifles are inherently more accurate than semi-automatics"**

Many decades ago this may well have been so. But in the meantime technology advanced. For example, the semi-automatic HK counter sniper rifle PSG-1 is semi-automatic and is known among experts of the world as one of the most accurate sniper rifles available today. Why do you think the Soviets use a semi-automatic sniper rifle? They are not known for inefficient small arms. They do it because a semi-automatic rifle can be as accurate as a bolt action rifle but has the advantage of the quick second shot.

Some hunters will say: "A good hunter does not need a second shot to kill a deer." Have you ever counted the rounds fired during a hunting day and then counted the animals killed in the evening? You may find that there were many more shots fired than animals killed. Has it never happened to you that, while hunting, you were so excited that you jerked the trigger, missed your deer and went home somewhat embarrassed? This is when you wish you could have fired a second round quickly to avoid the frustration of having missed the animal, or worse, wounded it and let it get away. Have you ever hunted without a dog? Have you ever seen people hunt in unfamiliar environment without a dog and wound a deer without killing it? Let's face it! Many hunters are pretty bad marksmen and are not proficient enough to operate a bolt action rifle fast enough to kill an animal with the second round if they miss with the first one.

With a semi-automatic rifle all you have to do is to keep your scope on the animal and, if you miss with the first round, pull the trigger again. Anyone who is willing to accept the truth will admit that this is a distinct advantage.

**Prejudice #2: "Pistols function less reliably than revolvers"**

Well, some do, indeed. But a well made pistol is more reliable and less of a risk than a revolver. Some people (mostly law enforcement officers) insist that the revolver will always fire. If a round does not go off, they simply squeeze the trigger again and fire the next one. If a round does not go off, they claim it is almost always because there is something wrong with either the primer or the striking force of the hammer. Since all ammunition is made by human beings there is no guarantee that this would not happen no matter what kind of handgun you are using. Most pistols in that case will allow you to strike the primer twice, simply by cocking and pulling the trigger a second time. With a revolver you have to move to the next round which reduces your firepower even below the usual six rounds. The slow reloadability and limited number of rounds of the revolver

constitute a further risk: Trooper Lamonaco of the New Jersey State Police and Patrolman Scott Gadell of the New York City Police both carried revolvers. Both are dead. Both were shot when they ran out of rounds in a gunfight and tried to reload their wheel guns. Both were killed by criminals carrying semi-automatic pistols. It's called the "sitting-duck" effect.

Have you heard that many leading US brands of double-action revolvers have the potential to lock up if you pull the trigger and, without allowing it to travel all the way forward, pull it again? Take one of those off your shelf and try it several times. Do you realize what might happen if a revolver locks up if used under stress for self defense or in a law enforcement situation with an armed aggressor?

**Prejudice #3: "A 9 mm Luger is a 'sissy' caliber. It does not have the stopping power of the 'macho' .45"**

No doubt, the .45 has more stopping power. Is this always what counts? First, the .45 is a bigger and heavier round. With a gun of equal size and weight you will have less rounds in caliber .45 than in 9 mm. What if you have no need for stopping power? The tactical situation may require penetration instead. Stopping power and penetration are reciprocal tradeoffs. The more penetration, the less stopping power and vice versa. It's physics. This is why Dr. Frank of the National Institute of Standards has established the so-called Relative Coefficient of Incapacitation (RCI). It rates ammunition according to its capability to incapacitate under varying tactical circumstances. Clearly, the 9 mm jacketed hollowpoint comes out ahead of the .45 jacketed hollowpoint.

A 9 mm pistol not only gives you better overall incapacitation capability and more firepower, it is also easier to control. This translates into higher hit probability. And in shooting, hitting comes first. You don't have to worry about whether you ought to penetrate or knock down a target you can't hit. Right?

**Know Your Customer**

People have different motivations for purchasing a firearm. There are also different motivational structures in people that cause differences in their attitudes and behavior. In sales it is useful to know these various motivation types and adjust your method of selling accordingly. Here are four motivational types of customers:

• **The love-motivated person**

This person is not governed by fears. He or she is self-reliant, determined and interested in efficiency and productivity. This person will buy a product that does what it is supposed to do, efficiently and reliably.

You would use the USP's as a sales argument and point out **quality and reliability**.

• **The “Exasperator”**

This person enjoys power. He has pride in his strength, achievements or capabilities and often shows a “macho” attitude. This person is subconsciously afraid of loss of position or of appearing weak or powerless. He will buy a product which will give him power, an edge over others and which shows him in a “macho” light.

Here, the “black gun” image would be a positive sales tool. You could tell this person about the many special forces of the Western World (GSG-9, Navy Seals, Delta Force, SAS, HRT, FBI, etc.) who are using these HK firearms. You can tell him about the performance and strength of HK products.

• **The “Appraiser”**

This person is interested in charts, data, figures. He loves precision and accuracy. He hates disorders, sloppyness and chaos.

This person will buy a product because the technical details are convincing and because the product, the manufacturing and the design quality show love for details and diligence. You sell him by feeding him as many technical details as you can. Let him read the manual. Call HK for more details, if required.

• **The “Relater”**

This person is oriented towards other people. He wants to be loved, admired, liked and appreciated. His fear is to lose other people’s attention and affection. Therefore, this person is often concerned about what others may think about him.

He will buy a product if it increases other people’s attention and affection towards him. You can try the pitch that buying the outstanding and excellent HK products would win him the attention and admiration of his friends and family.

**Conclusion**

The HK Authorized Dealer Seminars will elaborate on concepts such as these and teach you how to use them effectively for the improvement of your retail operation.

Ultimately, there may be times that you cannot overcome the customer’s price resistance since he may well want to buy an HK firearm but simply can’t afford it. The National Alliance of Stocking Gun Dealers is presently offering a Retail Financing Program to its members. Through this program, you would be in a position to offer installment payments to your retail customers. We would strongly recommend that you join this or a similar program. It makes a great deal of difference whether your customer has to put down \$800.00 on the barrel-head or whether he can make ten or more comfortable payments of smaller amounts.

## How To Sell The HK91, 93 and 94

### History

The G-3 rifle design was developed in the early 1950’s by three German engineers, Mr. Heckler, Mr. Koch and Mr. Seidel. It was based on the need for an advanced assault rifle that would be more reliable, accurate and durable than existing military rifles. To achieve these goals, modern methods of manufacture, such as precision stamping and cold hammer forging, had to be used. During the last months of WW II the basic design of an advanced combat rifle had been developed by Mauser. After the war the concept of this gun was transferred by Mauser engineers to CETME (Centro de Estudios Tecnicos de Materiales Especiales) in Madrid, Spain, where the development was continued and resulted in the “delayed roller locked action.” Later the concept was purchased by Heckler & Koch GmbH. The Company continued the development and in the 1950’s the newly established West German Army held trials to select their future assault rifle. Eventually the weapon submitted by Heckler & Koch won the competition and was adopted by the German Armed Forces in 1958 under the acronym “G-3.” It is this G-3 which has led the way for the development of the HK system of autoloading sporting firearms. The HK family of sporting firearms has three major members:

HK91 .308 (7.62 × 51 NATO)

9.7 lbs.

17.71 inch barrel, 1 in 12 twist

O.A.L. 40.38 inches

HK93 .223 (5.56 × 45)

7.9 lbs.

16.14 inch barrel, 1-12 twist

O.A.L. 37 inches

HK94 9 mm Parabellum (9 × 19)

6.4 lbs.

16.54 inch barrel, 1-10 twist

O.A.L. 34.59 inches

All of these are available both with fixed and retractable stocks.

As you can see, HK manufactures a weapons family which adapts to any situation: from the full-size HK91 in caliber .308 for long range, large game, and target/tactical use, to a medium range small caliber varmint, target/tactical use weapon, the HK93 in caliber .223, to the HK94 for short range, small game, target and tactical use in caliber 9 mm Luger.

Within each of those 3 firearms there is 90% interchangeability of parts and accessories. Once the shooter becomes familiar with an HK, he can comfortably switch from one to the other with total assurance that all design characteristics remain the same, allowing total confidence in his shooting abilities. This is something no other weapons manufacturer can provide.

## Main Advantages

- 1) Accuracy
- 2) Simplicity
- 3) Systems Design
- 4) Easy Target Acquisition
- 5) Corrosion Resistance
- 6) Controllability
- 7) Reliability

### 1) Accuracy

The HK 91, 93 and 94 all incorporate cold hammer forged barrels. This is the strongest, most durable method of manufacture. HK incorporates this barrel into a free-floating barrel system just as is used in many target weapons. The reason for this is simple: with this system nothing comes in contact with the barrel that could possibly alter its shooting characteristics and thereby destroy its accuracy.

Also, of importance is the fact that the delayed roller locked action does not open until the bullet has left the muzzle. Combine these two features and you have the accuracy of a bolt action rifle with a free-floating barrel in an autoloading firearm.

### 2) Simplicity

The design of HK firearms is very simple. Their main components are:

- Receiver
- Bolt assembly
- Trigger group
- Stocks

Each weapon can be broken down into its main components without tools of any kind faster than you can read this paragraph. This practicable design makes it possible to have many accessories which are interchangeable between calibers.

### 3) Systems Design

The HK line of autoloading sporting firearm is the SYSTEMS line! Once you know one weapon, you know them all. This concept is very important to the professional, whether he is a target shooter, rancher or a police officer. Once you are familiar with the physical characteristics of one HK rifle you may comfortably switch to another caliber without having to learn the operational characteristics of each firearm.

This includes the interchangeability of stocks, forearms, scope mounts, iron sights and flash hiders as the shooting conditions may change, with no loss of reliability. No other firearm available can do this. It is impossible to change the stocks of other brands without tools and in some cases you must change receivers. HK has a minimum of 3 stocks to fit your needs. The high precision trigger group of the PSG-1 counter sniper rifle can be installed into the HK 91. No other manufacturer offers a similar advantage.

HK supplies two types of scope mounts which are accurate and quickly detachable **and** will stay zeroed as long as they are mounted on the same firearm. No other scope mount can do this. A few manufacturers offer scope mounts for their guns but none comes close to the HK in accuracy, reliability, durability and capability to hold zero.

### 4) Easy Target Acquisition

The sighting systems of the HK91, 93 and 94 are adjustable diopter sights. Target acquisition with this sighting system is both easy and efficient: you look through the rear sight, positioning it so there is a ring of light around the outside of the front sight, with the post of the front sight placed at the desired location on the target. This allows precision alignment with almost scope-like accuracy.

On the HK91, 93 and 94 there is a close range V-notch cut into the rear sight for quick shooting from 0-100 meters. On the HK94 the V-notch and the elevational changes have been omitted. On this model all apertures are set for 25 meters, which is also "dead on" at 100 meters. The four different apertures are for individual eye relief.

### 5) Corrosion Resistance

The surface treatment on the HK system of firearms is one of the most durable available to date. First each weapon is phosphated, which is relatively standard. **But**, at this point all similarity ends. After the weapon has been completely phosphated, an epoxy-based paint is applied which completely seals the weapon from the elements. This process is further strengthened by baking the surface which is highly impervious to corrosion.

### 6) Controllability

The recoil impulse generated when a weapon is fired is defined by laws of physics. With the HK delayed roller locked action system, the recoil forces are partially absorbed by the bolt system and transmitted to the shooter over a longer period of time. Thus the curve of the recoil forces is **flatter**. In plain terms: the **felt recoil** is substantially reduced. It feels like a **push**, not a **sharp jab!**

You may ask yourself: "What does this mean to me? I'm not recoil sensitive!" It means less muzzle climb and faster reacquisition of target which translates into better controllability and higher hit probability.

### 7) Reliability

Reliability goes without saying on the HK rifles. You rarely hear of one failing to chamber or eject as is found to happen frequently on other semi-automatic firearms. Precision manufacturing is the key to reliability.

HK precision and uncompromising quality control are without question among the finest in the world. This is also why all parts within each system are completely interchangeable.

The delayed roller locked action also accounts for reliability. The bolt does not open until the bullet leaves the bore. This system is relatively insensitive to variations in ammunition. Gas-operated systems will sometimes require manual adjustments to handle variations in loads or bullet weights.

HK makes the finest equipment in the world. It may cost more but no other firearm can offer you the total commitment to accuracy, durability and reliability that **HK** does! So compare the price with value. You will realize that HK rifles are well worth their cost.

#### **Misconceptions and negative opinions about HK rifles and how to overcome them**

##### **1) "HK rifles do not lock open after the last round! How will I know when I am out of ammo"?**

It is a widely held belief that a lock-open device will tell the shooter that he has run out of ammunition. Military experience shows that a shooter rarely concentrates on the number of rounds he has fired. When the bolt stays to the rear he will not notice this immediately and will pull the trigger one more time. It is at that time that he realizes he is out of ammo. The lock-open device does not constitute an advantage in this respect. Yet, it constitutes a definite disadvantage when a firearm is used under very severe environmental conditions and exposed to contamination by sand, dirt, mud, snow, etc. If the chamber is exposed to such contamination every 25 or 30 rounds the chance for malfunction becomes extremely high. This is why the West German Army did not want the G-3 to lock open after the last round. And this is why the HK91/93/94 function in the same manner.

##### **2) "'Black Guns' are aggressive and have no legitimate sporting use"**

When people object to 'black' guns they really don't normally mind the color. For them the word 'black' stands for the military looks of those firearms. Black guns are objected to because they are seen as, or identified with, military firearms — often incorrectly called "machine guns." In the media, firearms are frequently depicted as serving only one purpose: to kill people. It goes without saying that any firearm can kill people. It is not the firearm that does the killing but the people who use it. A firearm does not become more aggressive because it has been manufactured using more advanced manufacturing technologies. A firearm does not become more aggressive because a round is fed into the chamber using the recoil force of the previous round rather than the force of the human hand. Most people have forgotten that today's "wood guns" (i.e., rifles with a wooden stock) that seem less objectionable have been used as military rifles during the Second World War and are still in use as military rifles in many parts of the world today. The fact that a rifle has a wooden stock does not necessarily characterize it as a non-military firearm nor does it make it less aggressive. We know that some people would never use a black gun for hunting. Those people may go hunting only when the sun shines or when environmental conditions are not extremely demanding. If you go on a hunting trip on a rainy

day or in rugged terrain where your firearm may get rough treatment, you cannot risk your gun letting you down. If you need the game to feed your family, you wouldn't care as much for the looks of your hunting rifle as you would for its reliability. The HK91 and 93 are increasingly used for hunting purposes by people who cannot afford a less reliable tool.

#### **Conclusion**

There you have it again! HK's total commitment to accuracy, durability and reliability — the only true weapons system available today.

These firearms are designed for use where most other firearms fail — extreme environmental and climatic conditions.

The best possible way to prove this to yourself is simply to pick them up, look at them and shoot them. This is also the best way of selling HK guns. If you can let your customer shoot the **HK** you won't have to worry much about how to sell it — the **HK** will sell itself.

#### **Comparison of HK weapons systems with its competitors**

We have demonstrated here the many advantages of our firearms. We believe it is important that you know some of the inadequacies of competitive firearms so that you can relate these to your customers and they can make the best choice for their needs. Our assessment of other firearms is as follows:

##### **AK (7.62 × 39)**

- limited accuracy
- no scope mounts available on US market for original Kalashnikoff design
- limited interchangeability of parts/accessories
- limited parts availability
- cocking lever reciprocates with bolt

##### **AR-15 (.223)**

- the two pieces of the receiver are held together with pins which may reduce accuracy
- aluminum receiver is mechanically weaker than a steel receiver
- scope mount cannot be removed without re-zeroing
- changing from fixed to retractable or collapsible stock or vice versa requires tools
- does not hold up as well as HK91/93 to strong mechanical impact
- gas-operated system requires more cleaning and maintenance
- action locks open

### **FNLAR (.308)**

- few accessories available and relatively expensive
- limited interchangeability of parts
- stocks cannot be changed from fixed to retractable or vice versa without changing entire receiver
- action locks open
- gas-operated system requires more cleaning and maintenance

### **FNC (.223)**

- cocking lever moves with action when gun is fired
- relatively heavy for its caliber: 9.6 lbs
- few accessories available on US market
- little interchangeability and availability of parts/accessories
- no factory scope mount available
- gas-operated system requires more cleaning and maintenance
- action locks open

### **Galil (.223 and .308)**

- firing pin cannot be taken out without tools
- same as AK but 2 to 3 times the cost
- locking lever moves with action when gun is fired
- round cannot be loaded from magazine into chamber operating the bolt by hand if safety is in "Safe" position

### **Ruger (Mini 14/Mini 30 (.223/7.62 × 39))**

- limited accuracy
- limited reliability
- limited interchangeability and availability of parts
- gas-operated system requires more cleaning and maintenance
- cocking lever moves with bolt when firing
- action locks open

### **Springfield M-1 (.308)**

- limited accuracy in the standard model out of the box
- little interchangeability of parts/accessories
- cocking lever moves with bolt when firing
- match grade is equal to HK accuracy but cost is higher
- gas-operated system requires more cleaning and maintenance
- action locks open

### **STEYR AUG (.223)**

- plastic magazine may be damaged if exposed to high octane gasoline for longer than 60 seconds
- if moderate pressure is applied to the uppermost round in the magazine, the magazine automatically unloads all rounds it contains
- action locks open

### **UZI (9 mm)**

- 2 lbs heavier than HK94
- limited interchangeability of parts/accessories
- civilian UZI shoots from closed bolt position — it is not the semi-automatic version of the venerable sub-machine gun since the SMG shoots from an open bolt position
- it is difficult to mount a scope reliably because cocking lever is on top of the receiver and clamping mount to the side of the gun reduces capability to hold zero. In either case scope mounting system must be completely removed to disassemble gun



## How To Sell The HK 300

### History

The HK model 300 was first introduced to the American market in the early 1970's and was an immediate success. The American shooter's desire for an exceptional autoloading firearm in .22 WMR was finally realized. It has now become the standard by which all others are measured.

### Main Advantages

- 1) Accuracy
- 2) Simplicity by Design
- 3) Unique Scope Mounting System
- 4) Polygonal Bore
- 5) Modular Construction
- 6) Reliability

#### 1) Accuracy

The HK 300 is the most accurate autoloading .22 magnum available on the US market today. The HK 300 is capable of firing a 5-shot group of 2 inches at 100 meters with quality ammunition.

#### 2) Simplicity by Design

The HK 300 can be disassembled without tools in seconds. The trigger group of the HK 300 is unique because it also houses the recoil spring assembly in one neat package with no small parts or springs that can fly out or be lost. Once this housing is removed by depressing the small lever directly behind the trigger guard, the bolt assembly can be removed by lifting up on the receiver end and sliding the bolt out through the rear of the receiver. This completes the disassembly of the HK 300. Reassembly is simple: drop the bolt in, snap the end cap into place and insert the trigger group . . . that's it!

#### 3) Unique Scope Mounting System

Using the quickly detachable 05 mount on the HK 300, the shooter can remove the scope mount at any time and be assured that the scope will return to zero every time. This offers the shooter many advantages: greater strength than the average **tip-off design**, ease of storage, transportation and cleaning of both the weapon and the scope with mount, and use of the firearm with iron sights or scope alternately or more than one scope/mount combination.

#### 4) Polygonal Bore

The advantage of the poly-bore is an approximate 5% increase in velocity over standard rifling through a more efficient gas seal around the bullet. Since there are no lands and grooves in the poly-bore cleaning is much easier. In combination with cold hammer forging the expected lifetime of the barrel is increased.

## 5) Modular Construction

There are only four separate main assembly groups to the HK 300: The stock, the receiver with the barrel, the trigger group and the bolt assembly. There are no small parts to lose nor is there a complex disassembly/assembly procedure as is found with other firearms. Another advantage of this system is security. The trigger group may be removed and stored away from the firearm to avoid unauthorized use.

## 6) Reliability

The HK 300 is reliable through precision engineering, strict quality control and the use of the finest materials. We stand behind this commitment with our 5-year warranty against defects in material and workmanship.

## Conclusion

The HK 300 is a combination of accuracy, simplicity by design, modular construction and high reliability. No other firearm of its type comes close to the advantages offered by the HK 300. It does cost more, but it also offers **more value**. Convince yourself. Handle the HK 300. Feel the balance, inspect our attention to detail. Letting your customer do the same will sell the HK 300 for you almost effortlessly.

## How To Sell The Benelli Super 90 Shotgun

### 1) The Evolution of The Modern Semi-Automatic Shotgun

The first shotguns were muzzle loading single shots which gave way to the double barrel's increase in firepower. Although the old "two holers" were legendary for their reliability, the public's demand for a quick repeating shotgun eventually led to the development of lever actions and the pump action designs. Some of these so-called "repeating" shotguns incorporated superior mechanical features which enabled them to be manipulated faster than others, but if all mechanics were equal, the rate of fire was always totally dependent upon the dexterity of the shooter. For the most part, all manually operated modes of the shotgun have fallen in disfavor with the public save the pump action. Almost a century after its invention it remains the last significant firearm to oppose the fastest and latest invention, the autoloading shotgun. Semi-automatic or autoloading shotguns have negated the need for shooter dexterity and leave their owners free to do nothing but aim and fire. All cycling of ammunition and the ejection of spent cases is handled in the twinkling of an eye by the firearm itself.

Most of the original autoloaders were of the recoil operated variety, utilizing the rearward force of the shot shell to drive the bolt to the rear while pulling the empty shell with it and compressing a return spring. Once the empty shell had been ejected, the fully compressed return spring would drive the bolt forward, tripping a carrier latch which would elevate a new cartridge into position to be rammed into battery by the returning bolt. All of this taking place almost instantaneously. Die-hard pump gun users would cast doubtful eyes toward these new fangled contraptions. With each failure to feed, all doubting Thomases would roar with laughter at the lack of performance of the semi-automatic machine over the man-operated pump!

Semi-autos are now produced in three versions: the long-recoil actions (those in which the barrel and the bolt both move to cycle shells), the short-recoil action (those which utilize recoil to move the bolt only), and gas-operated actions (those which bleed gas from the barrel into an area where its pressure could be used to cycle the action and dissipate excess gas to lengthen the recoil cycle).

Various forms of semi-automatics in all of these designs are still available today — probably in your store. All have predictable characteristics since most have been on sale for years and have formulated some track record of sorts. One of the newest entries into the semi-automatic field is the HK Benelli 12 gauge high capacity Super 90 shotgun.

This firearm utilizes the new "Montefeltro" rotating locking-lug bolt incorporated with a newly engineered inertia recoil operation. The Montefeltro system derives its name from the Duke of Montefeltro. This gentleman, whose castle is still prominent in the small northern Italian town of Urbino, made military history by being the first to use cannons in mobile warfare. Today the Benelli factory, set in the lush mountains of Urbino, produces this unique

shotgun which is marketed in the U.S. by H&K. The Benelli Super 90 was conceived as a response to the universal need for an ultra-reliable, high rate of fire shotgun with a superior action, reloading capabilities, and magazine capacity.

## 2) Major Design Features of The Benelli Super 90

To achieve the reliability needed for the sustained firing of heavy loads, a new rotating locking-lug bolt system was designed. This system negates the inherent jamming problems associated with gas operated shotguns and reduces the number of working parts needed in the firearm.

Having to press buttons to release locked shell carriers has always slowed the speed loading processes with autoloaders. Benelli has created a free carrier system that allows the shooter to load shells directly into the magazine without searching for the carrier release button.

The new Super 90 features a high strength fiberglass reinforced polymer fore-end and stock which is designed to withstand unusual abuse. The entire firearm is finished with a matt black surface to aid the hunter by reducing light reflectivity and the stock incorporates a recoil pad as standard equipment.

For use in law enforcement or home protection the Benelli Super 90 features an optional rubber-cushioned pistol grip stock for single-handed operation or superior control if operated with both hands.

## 3) How Does The Benelli Stack Up Against Its Competitors?

To gain full appreciation of the new Benelli, it is appropriate to discuss the characteristics of competing action systems.

**(1) Reliability** — this is a major subject, since it makes very little difference what features a gun has if it doesn't work!

(a) Gas-operated shotguns all share several common problems: additional parts required, sensitivity to dirt, powder or debris in the action, poor performance in bad weather conditions and a high percentage of parts breakage. Although gas-operated shotguns do spread the recoil peak of the shotgun of reduce felt recoil, they inevitably sacrifice reliability to do so.

The Remington 1100, 1187, Beretta AL 2, A-303, and Smith and Wesson 1000 are all gas-operated shotguns.

(b) Long recoil shotguns utilize a recoiling barrel as well as the bolt to cycle shells. The long recoil action has a distinctive "double shuffle" feel to its recoil. This is caused by the barrel returning before the bolt and the shooter receiving the proverbial "double whammy."

In many shotguns of this design, reliability with all shells is a question because it is necessary to change internal parts in order to cycle both heavy and light loads.

The Browning A-5 and Franchi AL-48 both are long recoil shotguns.

(c) The Benelli Super 90 features an inertia-operated system combined with a rotating bolt head which locks the breech while a round is fired. This simple and effective system negates both the problems of the gas operated and the long recoil systems. It does not require the barrel to move. It does not easily foul and will not require as much cleaning and maintenance as the gas operation system. In addition, the Benelli is relatively insensitive to bad weather conditions.

**(2) Reloadability** — Since most shotguns carry a very limited magazine, it is imperative that the shooter be able to reload the gun speedily. Reloadability is a big problem with most semi-automatic shotguns. Locked carriers are at the root of this problem and most autoloaders require the shooter to depress a button in order to release the shell carrier so that loading can be accomplished.

Remington tried to speed the process by locating the button on the carrier. This design, however, still does not permit loading to be quickly accomplished without depressing the button. The answer is, of course, to have a free carrier so that loading may be accomplished quickly, with one hand if necessary.

The new Benelli Super 90 addresses this problem effectively with its new free carrier system. With this new system, loading the magazine may be accomplished without pressing the button to release a "locked" carrier.

**(3) Durability** — The Benelli Super 90 was originally designed for the need of law enforcement and home protection — hence the unbreakable fiberglass reinforced Polymer stocks and the non-reflecting make-up. However, HK soon realized that there is a need for a heavy-duty shotgun for people who hunt under adverse conditions. These people would be concerned about their nice shotgun being scratched by their dog, dinked or dented in the truck, dropped on hard rock, or exposed to rain, snow or excessive heat. The matt black finish also allows the hunters to remain unseen even if sunlight reflectivity is a problem.

**(4) Unloading Safety Feature** — Statistics show that large numbers of firearm accidents in the field revolve around the shooters unwillingness to completely unload the shotgun when crossing a fence or other obstacles. The Benelli Super 90 allows the shooter to unload a shell from the chamber without emptying the magazine, thereby reducing this hazard. Once the obstacle has been traversed, the shooter can then either reload the same shell into the chamber or press the shell release catch on the trigger guard to feed another shell on the carrier for cycling to the chamber.

Not only is this a great safety feature but it also gives the shooter the ability to change to a different ammunition faster than other autoloaders.

**(5) Magazine Capacity** — Not since the venerable Model 12 Winchester slide action has there been a shotgun that offered such a large magazine capacity in a standard shotgun. The Benelli Super 90's shot capacity puts it as the undisputed leader in firepower. The magazine will hold seven 2 3/4" shells and one in the chamber or six 3" shells and one in the chamber. Many states allow small game hunters to carry unplugged guns as do most shotgunning areas for deer and bear hunting.

The Benelli will be a welcome addition to these shooters' collection. An optional plug which reduces the magazine capacity to three shells is also available for waterfowlers and others hunting under restricted magazine laws.

#### 4) The Gun Dealer's Choice

Although shooting the Benelli remains the best way to convince a person that this shotgun is the **only** one with all the needed features for today's hunter, an in-store presentation with dummy shells has proven an extremely effective sales tool. The Benelli Super 90 shotgun is, without question, the one outstanding shotgun in the arena of modern autoloaders.

## How To Sell The HK P7 9 MM Semi-Automatic Pistol

### I. The Development of Modern Handguns

The first pistols were single-shot, single-action muzzle loaders. The need for faster reloading led to the development of the breech-loading pistol. The need for more firepower led to the development of the single-action revolver. The need for safety and a faster firing rate produced the double-action revolver. The need for even more firepower and faster reloading produced the single-action, semi-automatic pistol. And, finally, the need for more safety combined with rapid deployability brought about the double-action pistol. The terms 'single-action' and 'double-action' refer to the functions of the trigger. A handgun is called a double-action handgun if the trigger has the double function of cocking the hammer and firing the round. It is called a single-action handgun if the function of the trigger is to fire the round only.

All single-action handguns have the disadvantages that they cannot be carried ready to be fired and relatively safe at the same time. A pistol is ready to be fired if there is a round in the chamber and if the hammer is cocked. In this condition, the pistol is relatively unsafe to carry. This is why a separate safety device is necessary that interferes with the action of the hammer or firing pin. Even in the so-called cocked-and-locked position single-action pistols are only conditionally safe. And there is another drawback: If the pistol is carried cocked and the safety switch is in the "safe" position, the shooter must make sure to switch the safety into the firing position before pulling the trigger. Forgetting, or fumbling this movement during a life or death encounter, can be detrimental to your health. However, to put the pistol back in your holster before you switch the safety back to the safe position can be even more dangerous.

Obviously, the double-action principle makes a semi-automatic pistol much safer. You can carry it with a round in the chamber and it would still be reasonably safe even if the safety switch is not in the "safe" position. In this case, you don't have to carry it with the hammer cocked to be able to fire the pistol. All you do is: take aim and pull the trigger and in one action cock the hammer and fire the pistol. However, none of the existing double-action semi-automatic pistols meets the need for maximum first and second round hit probability. In the double-action mode the trigger pull of a double-action pistol is much heavier than in the single-action mode. On the second round, when the mode of the pistol changes to single-action, the trigger pull becomes much lighter. Trigger pull is the one single most important movement that influences a shooter's accuracy. The longer and the higher poundage the trigger pull, the lower your first round hit probability. The more of a change from double-action to single-action trigger pull, the lower your second round hit probability. Obviously, the tactical needs of shooters using a handgun in the defense of self or others calls for one that combines the safety and rapid deployability of the revolver and the double-action pistol with an all-single-action trigger pull. This pistol now exists. It is the HK P7 9 mm automatic pistol.

## II. Special Features of the P7M8/M13

### 1. The cocking lever

Through the unique cocking lever incorporated in the front of its grip, the P7M8 and M13 can be carried relatively safely and with a live round in the chamber without additional external safety devices. This is because the pistol is uncocked until the cocking lever is compressed. Only an unloaded pistol can be safer than an uncocked pistol. Yet, the P7 pistol can be instantaneously deployed and fired. In one continuous motion, the shooter will grip the pistol, pull it out of its holster and, with the deliberate pressure of the three lower fingers of his shooting hand, compress the cocking lever. As long as the cocking lever stays depressed, the pistol stays cocked and will recock itself automatically each time it cycles. While the cocking lever is kept in the depressed position, the pistol will operate with a single-action trigger pull. This does not mean that the P7 is a single-action pistol. Nor does it mean that it is a double-action pistol, even though the pistol could be fired, too, by first pulling the trigger and then depressing the cocking lever. Actually the cocking lever has three functions: it cocks the pistol, it releases the slide and it acts as an external safety. Therefore, the P7 might well be called a **TRIPLE-ACTION PISTOL**. While all other pistols may satisfy the shooter's basic need for firepower and reloadability, the P7 reloads faster, can be carried safer, is more accurate, and demonstrates the maximal hit probability.

To depress the cocking lever it takes approximately 14 pounds of pressure. This requires a conscious effort on the part of the shooter that reduces the risk of accidental discharges. To keep the cocking lever in the depressed position, pressure of 1.5 pounds is required. **Note:** This is less than required to hold a handgun in a controlled fashion. Normally, the P7 would be fired by first depressing the cocking lever and then pulling the trigger, but it can also be fired by first pulling the trigger and then depressing the cocking lever. In a real combat or stress situation, it would not matter which way you fire the pistol.

### 2. The 110° angle

The axis of the barrel and the axis of the grip form a 110° angle. If you stretch out your hand, curl your lower three fingers and point your index finger at something at a distance, you will observe that the angle your index finger forms with the frontline of your lower three fingers is approximately 110°. Pointing at something, the human body coordinates body movement and vision. This is done instinctively and without any conscious effort. Instinctive shooting applies this principle. The shooter points his gun at his target as if he were pointing with his index finger. All hip shooting works that way. Instinctive shooting with the P7 is greatly enhanced by the ergonomic design of the pistol and the use of the natural angle of 110°. This is extremely important in real gunfight situations where you may not be given the time to raise your pistol to your line of vision.

### 3. The principle of gas retardation

In order to fire a round out of a semi-automatic pistol safely, it is necessary to lock the bolt for just as long as it takes for the propellant gas to propel the bullet through the barrel. If the bolt opens too soon, the cartridge case might be pushed out of the chamber by the gas pressure of the propellant gas. With the walls of the cartridge case unsupported by the surrounding chamber, the case may rupture and cause serious injuries to the shooter or bystanders. The most common principles used to lock the bolt of a semi-automatic pistol are inertia and various mechanical locking devices. The inertia principle uses a very heavy slide in connection with a very heavy recoil spring to prevent the cartridge case from exiting out of the chamber. The disadvantage of this principle lies in the heavy weight of the moving masses. It causes a muzzle climb and thereby reduces the controllability of the handgun. The second principle is called the "Browning Principle," since it was first used by John Browning in his early semi-automatic pistols. To create a temporary connection between the barrel and the bolt, the barrel is not fixed but movable. In most handguns of this type the barrel would typically move either backward or forward or make a rotating movement or even, as in the SIG or Glock pistols, would assume a slanted position when the bolt is open. The disadvantage of this is twofold: a moving barrel can never be as accurate as a fixed barrel, and it will always be somewhat less reliable since it must utilize a collett or similar interlocking device which increases the risk of breakage and fouling.

The gas retardation system incorporated into the P7 eliminates these problems. A small portion of the propellant gas is transferred through a vent hole in the barrel into a gas cylinder located underneath the barrel where it acts upon a piston, the forward end of which is linked to the slide. As long as the bullet travels through the barrel, the propellant gases are trapped between the cartridge case and the bullet. For this short moment the propellant gas pushes the piston in the gas cylinder towards the muzzle end of the pistol, thus pushing the whole slide in the same direction. While the recoil forces press the cartridge case against the breech, they cannot push the bolt open as long as the same pressure acts upon the gas piston in the gas cylinder. Once the bullet has left the barrel and the pressure in the barrel and the gas cylinder breaks down, the remaining recoil force will be large enough to push the bolt open, thus ejecting the cartridge. This simple and effective design eliminates both the need for a heavy slide and the need for a Browning-type interlocking device (i.e. the need for a moving barrel). HK engineers have been striving to make the slide as light as possible without jeopardizing its mechanical firmness — hence the low profile of the slide and the extremely tough high-grade steel alloy of which the slide and the bolt are made. These alloys are so tough and their surfaces so hard it is difficult to blue them uniformly. (This is why you may find varying shades of blue on the slides of P7 pistols). The action of the piston in the gas cylinder actually produces a recoil which is routed into a direction opposite to the general recoil of the firearm. This, in combination with the low mass and low recoil of the slide, results in less felt recoil and much reduced muzzle climb. This again translates into easy controllability and increased hit probability.

#### 4. The sighting system

The HK P7 has a unique three dot sighting system. Just align the three dots horizontally with each other and let the front dot point at your target, squeeze the trigger and you are right on target. The HK three dot sighting system is easily visible and permits quick target acquisition. For law enforcement and military applications a Beta version of the three dot system is available as an accessory.

#### 5. The P7 ejection system

The P7 is designed in such a manner that a cartridge can be ejected even in the event of a broken extractor or if the extractor is missing. The major function of the extractor is not to extract but to guarantee a uniform ejection and to extract an unfired round.

#### 6. The drop safety

All P7 pistols incorporate a drop safety that exceeds NATO standards of 1.5 meters. The P7 also incorporates a firing pin block as an additional safety feature.

#### 7. Polygonal rifling

The barrel of the P7 has polygonal rifling. When a bullet passes through a barrel with traditional lands and grooves, a considerable amount of propellant gas will pass the bullet by escaping through the dead space between the grooves which are not filled by the bullet. Part of the propellant gas will therefore leave the barrel before the bullet exists. With polygonal rifling this cannot happen. Also, since there are no sharp edges in the barrel, there is less wear and tear in a polygonal barrel which translates into much longer barrel life. In addition, a polygonal barrel is easier to clean.

#### 8. Cold hammer forged barrel

All HK barrels, including the barrel of the P7, are manufactured using the cold hammer forging method. Steel bars are deep-drilled, honed and then inserted into a cold hammer forging machine with a mandril inside. In one operation, the barrel receives its outer shape and rifling. Most barrels of competing products are made by drilling and buttoning. This method does not produce the unique barrel quality which has made HK guns a legend. Cold hammer forging produces a much higher tensile strength and hardness combined with a unique surface smoothness. Cold-hammer-forged barrels are more durable and will keep their trueness longer than any other type of barrel.

#### 9. The P7 will shoot with the magazine out

In some instances of personal self-defense or in some law enforcement shooting engagements, it may be necessary to re-load your gun. Many handguns will not fire a round if the magazine is not inserted in place. The P7 **will** fire with the magazine out as long as there is a round in the chamber. Should you exchange your magazine before you fired your last round, the P7 will still fire the round in the chamber.

#### 10. Ambidextrousness

The P7 is the only pistol presently available on the firearms market that is strictly ambidextrous, which means it can be used with the same ease and without any manipulations or changes by both right and lefthanded persons. The ambidextrous magazine release can be operated either with the index finger or the thumb of the shooting hand.

#### 11. Ease of care and maintenance

The P7 has a rugged and simple design and is easy to maintain. For normal maintenance all you have to do after each use is : sweep the barrel with common gun oil, use the cleaning tools that come with the pistol to clean the gas cylinder and keep the pistol externally clean.

### III. Some Frequently Heard Objections to the P7 and How to Overcome Them

#### 1. "The gun is too expensive"

Ask the customer why he is buying a handgun. If he is buying it merely to shoot at empty beer cans, the customer is right, the P7 is expensive for his purpose. **Don't** sell him a P7, he is wasting his money. However, if he buys a gun to achieve a high degree of self-defense and home protection, or if a law enforcement officer wants that extra edge, then price alone should **not** be the most important criterion. When a person's life is on the line, or that of someone dear to him, should he not want the very **best**? We at Heckler & Koch believe the P7 is the very best **and** the most reliable handgun on the market today. When using a handgun for the protection of lives, you cannot leave anything to chance. Price should be of the least concern.

#### 2. "The P7 looks very unorthodox"

The P7 wasn't made for looks. It was made for effectiveness. It was made by professionals for professionals. It is the most reliable, you can buy. If used properly, it will do the job you need of it. At HK, form follows function — cosmetics do not make a gun more reliable.

#### 3. "The trigger pull is too light or not crisp enough"

The trigger characteristic of the P7 has been designed to allow both reliable and accurate shooting. This is a combat trigger, not a target trigger.

### IV. Some Advantages of the P7 over Competing Products

#### 1. P7 versus Smith & Wesson Pistols

The P7 has:

- better overall quality and reliability
- more favorable ratio of barrel length versus overall length
- better design for "instinctive shooting" due to better ergonomics
- better sighting system

## 2. P7 versus the Beretta 92

The P7 has:

- better accuracy due to fixed barrel system
- ambidextrous features (Beretta's slide release cannot be operated on both sides)
- more favorable ratio of barrel length versus overall length
- better reliability in difficult environmental conditions or contamination by dust or mud

The Beretta has the additional disadvantage in that it may be prone to be fired accidentally if the exposed trigger bar on the right side of the pistol is pushed or struck hard enough.

## 3. P7 versus the SIG-Sauer

The P7 has:

- more favorable ratio of barrel length versus overall length
- ambidextrous features
- firing pin housing permanently laser-welded into the slide

The SIG-Sauer has the additional disadvantage of the entire bolt assembly being loosely fitted into the U-shaped slide and held in place only by a double roll pin. Should the pin bend or break, the gun becomes inoperable.

## 4. P7 versus the Glock

The P7 has:

- less recoil and muzzle climb (the Glock pistol has extensive plastic materials in its composition and is therefore very light)
- a steel rear sight which holds up well to mechanical abuse (the Glock pistol has a plastic rear sight)
- it feeds hollow point ammunition more reliably

A potential problem of the Glock is that when it is carried with a round in its chamber it is partially cocked. The only external safety device is a push-button on the double-action trigger. The idea is that the shooter will pull the trigger, thereby fully cocking the pistol. In order for the pistol to fire, the shooter must push the safety button on the trigger while pulling the trigger. This design may create unnecessary risks.

## 5. P7 versus the Colt 1911 and derivatives

The P7 has:

- better accuracy due to fixed barrel
- ambidextrous features
- a drop safety device (older Colt models do not have a drop safety)
- **TRIPLE-ACTION** (these Colt models are single-action only)

## V. Hands-on Experience

If you can give the customer an opportunity to shoot the P7, it will sell itself. If you do so, it is very important that he be shown from the beginning that there is no need to exert strong pressure on the cocking lever to keep it depressed. To keep the cocking lever in the depressed position requires only 1.5 pounds of pressure. Educate your customer on how to hold the pistol comfortably and let him concentrate on the sights and the trigger. He will then soon realize that shooting the P7 is the most natural thing in the world.

## VI. Who uses the P7

The P7 is currently used by many law enforcement agencies worldwide. Several federal police organizations are using the P7 in West Germany. Among them is the world famous GSG-9 antiterrorist squad. New Jersey State Police and Utah Highway Patrol are currently using the P7 as their standard sidearm. Other prominent users in the United States are the Department of Energy, the State Department, the Department of the Interior and many SWAT and TAC teams all over the country.

## VII. Conclusion

The P7 is a professional pistol for self-defense and law enforcement use. Its triple-action principle is designed to achieve the maximum in safety, firepower and speed of deployability. It therefore represents both technically and tactically the only **real** modern pistol and substantial progress in handgun development in over 80 years. It is strictly ambidextrous. It has been thoughtfully designed to produce an optimal combination of durability, accuracy and reliability. It is quite obvious that the P7 is **well** worth its price.

## FIREARMS SAFETY

This brochure has been provided by Heckler & Koch to help you become more knowledgeable about our firearms and to assist you in responding to misconceptions about HK products. Although HK products are designed to be as safe as possible, total firearm safety is up to the gun owner. Customers should be instructed on proper usage of HK firearms to help promote safety. They should always read the Owner's Manual carefully, and become totally familiar with their firearm. Firearms should always be kept where children cannot handle them. In addition, customers (and you) should be acquainted with all firearms regulations in the local area. These actions are critical to you, to your customers and to the entire public.