

**ON - THE - JOB TRAINING RECORD
CONTINUATION SHEET**

Date of Training: _____

Lesson Category: Finalizing Sales

Lesson Title: Asking an Applicant to Commit is How You Make the Sale (Recruiter Version)

Student Materials/Activities:

1. Students were instructed to listen to the audio "Asking an Applicant to Commit is How You Make the Sale."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify the three things that can happen when a recruiter fails to ask an applicant to commit.
2. To identify and discuss the six primary reasons recruiters don't make sales.
3. To identify and discuss eight strategies for finalizing transactions.
4. To have the participants share some of their personal experiences where they may have had difficulty asking for the commitment.

Lesson Outline:

1. Identify the three things that can happen to applicants when a recruiter fails to ask an applicant to commit.
 - a. They take advantage of a competitor's offer.
 - b. They decide not to join any branch of the armed services.
 - c. They defer their decision.
2. Identify and discuss the six primary reasons recruiters don't make sales.
 - a. A lack of results orientation – Inability to identify the actions necessary to complete the transaction and reach the goal.
 - b. A lack of assertiveness on the part of the recruiter – The recruiter is not aggressive enough to pursue the sale, perhaps because they fear a "No" answer.
 - c. A lack of sales skills on the part of the recruiter – The recruiter doesn't know how to ask for the commitment.
 - d. A lack of confidence on the part of the recruiter – The recruiter doesn't ask for the commitment because they are not sure they have built enough value.
 - e. A lack of belief in the Reserve recruiting opportunity on the part of the recruiter – It's clear to the applicant that the recruiter doesn't believe in the recruiting opportunity, so why should they.
 - f. The recruiter fails to use all six steps of the IMPACT Selling System – The recruiter fails to employ a linked-sequential sales process that will logically bring the applicant to the point of making the commitment.
3. Identify and discuss eight strategies for finalizing sales.
 - a. Understand your real job is to recruit people into the Air Force Reserve.
 - b. Learn how to use feedback questions to ensure your presentations are on target.
 - c. Learn how to listen and observe better. Be sensitive to non-verbal behavior.
 - d. Master the art of value-added selling.
 - e. Be sure you're in front of qualified applicants who have the authority to say "Yes."
 - f. Believe in yourself, the Air Force Reserve and its opportunities, and the IMPACT Selling System.
 - g. Learn and apply the Assumptive Close consistently.
 - h. Learn the fundamentals of negotiation and how to ask people to commit after agreeing on terms.
4. Using the Sales Success Worksheet and the discussion questions on page two of the Manager's Meeting Guide, conduct a guided discussion surrounding the group's experiences where they may have had difficulty asking for the commitment.

LAST NAME - FIRST NAME - MIDDLE INITIAL