

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

Date of Training: _____

Lesson Category: Making an Effective Presentation

Lesson Title: How Does Your Sales Presentation Measure Up? (Recruiter Version)

Student Materials/Activities:

1. Students were instructed to listen to the audio "How Does Your Sales Presentation Measure Up?"
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss ten strategies for presenting the Air Force Reserve recruiting opportunity.
2. To have the participants identify their strengths, challenges and ideas for improving their sales presentations.

Lesson Outline:

1. Identify and discuss ten strategies for presenting the Air Force Reserve recruiting opportunity.
 - a. Be sure your presentation integrates seamlessly into the way your applicants want to apply the Reserve recruiting opportunity: Your applicants want to solve a problem, meet a need, experience excitement or pleasure, satisfy a desire or fill a void.
 - b. Make sure your presentation requires no vast "mental leap" in terms of understanding, clarity and simplicity: Use plain language and make it as easy as possible for your applicant to understand what you are presenting.
 - c. Engage your applicant physically, emotionally and psychologically: Help the applicant take mental ownership of the Reserve lifestyle opportunity.
 - d. Allow your applicant to take, or have a test trial, of the Air Force Reserve lifestyle: Invite your applicants out for a drill weekend to see where they'd live, what they would do, and who they would do it with.
 - e. Ask feedback questions to ensure your applicant is listening, engaged and involved: These questions allow for open and honest feedback and tell you if your observations and recommendations are on target.
 - f. Minimize the number of features and benefits you present: Confused applicants will not commit to joining. Don't benefits-dump. Keep the emphasis on those few things the applicant is really excited about.
 - g. Create value for the Reserve recruiting opportunity that far exceeds the commitment you're going to be asking for it. And never be tempted to present the commitment until you've created sufficient value for it: Your job is to create value for the benefits you offer so that value exceeds the applicant's perception of the commitment they must make to get those benefits.
 - h. Allow the applicant to experience the single, primary benefit they're seeking – over and over again: Focus on uncovering someone's Primary Dominant Buying Motive – the main reason they're talking to you in the first place – and then approach that very same benefit from multiple angles to show how the Reserve can satisfy that motive.
 - i. Address the correct emotion that drives your opportunity: Committing to join the Reserve is an emotional decision; find out what the emotion is that's driving the interest and address how the Reserve can satisfy that emotion.
 - j. Don't assume your applicant understands the value, application or use of the Reserve recruiting opportunity: Be sure your applicants understand everything you're saying, doing and offering so you don't get ahead of them or confuse them.
2. Using the Sales Success Worksheet and the questions on page 2 of the Manager's Meeting Guide, the leader will conduct a guided discussion concerning some of the participants' strengths, challenges, and ideas for improving their sales presentations.

LAST NAME - FIRST NAME - MIDDLE INITIAL