

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

Date of Training: _____

Lesson Category: Positioning

Lesson Title: How to Position Yourself for Success (Recruiter Version)

Student Materials/Activities:

1. Students were instructed to listen to the audio "How to Position Yourself for Success."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss examples of how a recruiter can position himself or herself.
2. To identify and discuss some strategies a recruiter can implement to elevate their positioning in the marketplace.
3. To identify and discuss six of the most common positioning mistakes a recruiter can make.
4. To discuss the two steps a recruiter can take to stand out from other recruiters in the marketplace.
5. To have the participants share some of their own positioning experiences with the group.

Lesson Outline:

1. Identify and discuss six examples of how a recruiter can position himself or herself:
 - a. As a career counselor.
 - b. As a successful testimonial.
 - c. As a military expert.
 - d. As an Air Force Reserve expert.
 - e. As an advocate.
 - f. As a creative problem solver.
2. Identify and discuss six strategies a recruiter can implement to elevate their positioning in the marketplace.
 - a. Research the organizations their influencers belong to and join them.
 - b. Read journals, trade publications and other informative materials that their target markets read.
 - c. Search the web for information related to their target markets and trends they are seeing.
 - d. Gather as much information as they can about their competition and how they do business.
 - e. Ask other recruiters in the Air Force Reserve what they see going on.
 - f. Work longer, harder and smarter than their competition.
3. Identify and discuss six of the most common positioning mistakes recruiters can make.
 - a. They appear as a pest or too pushy to their leads.
 - b. They come across as too desperate to make the sale.
 - c. They come across as a stereotypical, fast-talking recruiter.
 - d. They rely on "benefits-dumping" instead of tailoring their solutions to each individual's personal situation.
 - e. They rely too much on cold-calling.
 - f. They sell jobs before qualifying the lead.
4. Discuss the two steps a recruiter can take to stand out from other recruiters in the marketplace.
 - a. Examine the competition and determine how you can be different and better than the other services (and recruiters) in your recruiting zone.
 - b. Remember that your positioning will be helped or hindered by everything you do or say. Examples include:
 - Dress & appearance
 - Military bearing
 - Conversation
 - Personal habits, associates and friends
 - Correspondence
 - Punctuality
 - Organizational skills and office appearance
5. Using the Sales Success Worksheet, participants were asked to answer four questions about their experiences in positioning themselves for success in their recruiting zone.

LAST NAME - FIRST NAME - MIDDLE INITIAL