

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

Date of Training: _____

Lesson Category: Applying and Convincing

Lesson Title: Four Proven Ways to Present the Recruiting Opportunity

Student Materials/Activities:

1. Students were instructed to listen to the audio "Four Proven Ways to Present the Recruiting Opportunity."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To explain why it's so important for the recruiter to make an effective sales presentation.
2. To identify and discuss four proven ways to present the recruiting opportunity that will increase the chances the applicant will say "Yes" to joining the Air Force Reserve.
3. To explain the differences between tangible and intangible benefits.
4. To have the participants discuss some of the ways they reduce the applicant's perception of the commitment when they present the recruiting opportunity.

Lesson Outline:

1. Explain why it's so important for the recruiter to make an effective sales presentation – The applicant is likely going to see you present your solutions just one time, therefore, you need to make it a great presentation, if you expect the applicant to respond favorably.

2. Identify and discuss four proven ways to present the recruiting opportunity that will increase the chances the applicant will say "Yes" to joining the Air Force Reserve.

- a. Avoid making the commitment an issue – Very often the recruiter makes a bigger issue out of the commitment than the applicant. Treat questions about the commitment as if it were a minor consideration.
- b. Focus on the benefits, not the features or the commitment – Sell every benefit the applicant is interested in as though it were the greatest thing since sliced bread. The more benefits you apply to the applicant's needs and wants, the more the applicant will see what he or she will get by joining the Air Force Reserve.
- c. Focus on value and then work to deliver it – Create value by showing your applicant the benefits of "ownership." The more value you can show, the less important the commitment or "cost" of joining becomes.
- d. Relate every benefit to value – Translate every benefit of every feature you present into something the applicant desires.

Example: Show how the benefit of the ANG's educational assistance programs will lead to the applicant going to college, earning a degree and getting a great job.

3. Explain the differences between tangible and intangible benefits.

- a. Tangible Benefit: A value that you can hear, touch, taste or smell.
- b. Intangible Benefit: A value that has more to do with emotions, logic or some unseen factor.

4. Using the Sales Success Worksheet and the discussion questions on page two of the Manager's Meeting Guide, conduct a guided discussion about the ways the participants present the recruiting opportunity.

LAST NAME - FIRST NAME - MIDDLE INITIAL