

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

Date of Training: _____

Lesson Category: Motivation and Self-Confidence

Lesson Title: Common Traits of the Top 20% of Recruiting Performers (Recruiter Version)

Student Materials/Activities:

1. Students were instructed to listen to the audio “Common Traits of the Top 20% of Recruiting Performers.”
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss the four traits commonly found in the top 20% of recruiting performers.
2. To identify and discuss the four traits commonly found in the middle 60% of recruiting performers.
3. To identify and discuss four traits commonly found among the bottom 20% of recruiting performers.
4. To identify and discuss some actions that could help a recruiter move from the middle 60% to the top 20%.
5. To have the participants discuss what percentage of performance they fall into and what they can do to move up the continuum.

Lesson Outline:

1. Identify and discuss the four traits commonly found in the top 20% of recruiting performers.
 - a. They have many of the characteristics of small business owners – They take complete accountability for their own performance and actions and operate as if they were straight-commission salespeople.
 - b. They achieve consistently high levels of activity from the first day they are on the job – This includes numbers of calls, appointments scheduled/kept and enlistment/commissioning packages sent forward.
 - c. They are “fundamentalists” – They learn the basic selling skills and internalize that knowledge so they can be better at listening, assessing the needs of their leads and applicants and responding with the right solutions.
 - d. They exhibit initiative, preparation and control – They aggressively seek out and discover their own best practices and processes. In other words, they set the standard for others to imitate.
2. Identify and discuss the four traits commonly found in the middle 60% of recruiting performers.
 - a. They’re more dependent on processing eligibility waivers, incentive programs and unique circumstance that create an instant market of eligible applicants.
 - b. They have wider production swings because they are not as consistent at the top 20%.
 - c. They have greater developmental needs – more time must be invested training this group.
 - d. They require more supervision and management time to get prepared.
3. Identify and discuss four traits commonly found among the bottom 20% of recruiting performers.
 - a. They generate marginal to poor activity from the beginning.
 - b. They tend to focus on tangible benefits and fear the competition.
 - c. They complain more and ask for higher rank and more ANG-generated leads instead of finding leads themselves.
 - d. They’re allowed to stay on production because they are “nearing retirement” or the supervisor would rather have low production than no production at all.
4. Identify and discuss some actions that could help a recruiter move from the middle 60% to the top 20%.
 - a. Better time-management skills
 - b. Better product knowledge
 - c. IMPACT Sales training
5. Using the Sales Success Worksheet and the discussion questions on page two of the Manager’s Meeting Guide, conduct a guided discussion where the participants discuss how they can improve their level of performance.

LAST NAME - FIRST NAME - MIDDLE INITIAL