

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

Date of Training: _____

Lesson Category: Finalizing Sales

Lesson Title: If You Can't Close a Sale, You Don't Have a Sale (Page 1 of 2 pages)

Student Materials/Activities:

1. Students were instructed to listen to the audio "If You Can't Close a Sale, You Don't Have a Sale."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss five things that truly determine if you're in a position to close the sale.
2. To identify some proven and tested strategies for making the decision to commit easier for the recruiter and the applicant.
3. To discuss how to identify verbal buying signals.
4. To discuss how to identify non-verbal buying signals.
5. To identify and discuss the two forms of the Assumptive Close.
6. To discuss what a recruiter should and should not do if the applicant is hesitant to commit.
7. To have the participants discuss their comfort level with using the Assumptive Close.

Lesson Outline:

1. Identify and discuss five things that truly determine if you're in a position to close the sale.
 - a. You've gained positive rapport, acceptance and trust.
 - b. You're in front of the right person, at the right time, with the right message.
 - c. You've qualified the applicant correctly and presented the right solutions.
 - d. You've created sufficient value for the Air Force Reserve recruiting opportunity.
 - e. You've successfully completed the first five steps to IMPACT.
2. Identify and discuss some proven strategies form making the decision to commit easier for the recruiter and the applicant.
 - a. Be sure to ask feedback questions throughout the interview.
 - How does this look?
 - Does this make sense?
 - Does this look like something you might be able to use?
 - b. Watch for buying signals.
 - Verbal signals
 - Non-verbal signals
3. Discuss how to identify verbal buying signals.
 - a. Questions from the applicant that indicate they are taking mental ownership of the recruiting opportunity.
 - How soon could I attend Basic Training?
 - Do you have any cross-training opportunities?
 - b. Statements from the applicant that show a positive inclination toward joining the Air Force Reserve.
 - That bonus would help me buy a new car.
 - The retirement program would mean I didn't waste my years on active duty.
4. Discuss how to identify non-verbal buying signals.
 - a. The applicant leans forward instead of back.
 - b. They may become less formal – friendlier.
 - c. They may bring someone else along to listen.
 - d. They may pick up and read fact sheets, advertising literature or use a calculator.

LAST NAME - FIRST NAME - MIDDLE INITIAL

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CONTINUATION SHEET**

Lesson Title: If You Can't Close a Sale, You Don't Have a Sale (Recruiter Version) (Page 2 continued from previous page)

5. Identify and discuss the two forms of the Assumptive Close.
 - a. Asking your applicant to commit.
 - Would you like me to get the paperwork started?
 - Which of the career fields I discussed would you like to enlist into?
 - b. Issuing a declarative statement.
 - Let's get started on the paperwork.
 - Let's set up an enlistment date.

6. Discuss what a recruiter should and should not do when an applicant is hesitant to commit.
 - a. Do let the applicant proceed according to their own internal time clock.
 - b. Do not make the applicant feel rushed.
 - c. Do probe until you pin down what's causing the hesitation.
 - d. Do focus on the key issue that's causing the hesitation by asking questions.
 - e. Do not attempt to manipulate the applicant or use heavy-handed closes.

7. 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 comfort level using the Assumptive Close.

LAST NAME - FIRST NAME - MIDDLE INITIAL