

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

Date of Training: \_\_\_\_\_

Lesson Category: Applying and Convincing

Lesson Title: Making Application-Based Sales Presentations Work for You

Student Materials/Activities:

1. Students were instructed to listen to the audio "Making Application-Based Sales Presentations Work for You."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss the differences between demonstration-based selling and application-based selling.
2. To identify and discuss four pointers that will improve the Apply Step.
3. To have the participants discuss some of the ways they use application-based selling techniques to present their recommendations.

Lesson Outline:

1. Identify and discuss the differences between demonstration-based selling and application-based selling.
  - a. Demonstration-based selling is presenting a laundry list of features and benefits to an applicant and expecting them to "connect the dots" about how they can relate the benefits to their own personal situation.
  - b. Application-based selling means carefully recommending certain features of the Reserve recruiting opportunity to solve a specific problem, fill and exact want, satisfy a stated need or provide a unique answer the applicant is seeking.
2. Identify and discuss four pointers that will improve the Apply Step.
  - a. Pointer #1: Recommend only the most appropriate recruiting opportunity – Be sure to choose the right career field, bonus program, or unit of assignment that satisfies the needs of the applicant.
  - b. Pointer #2: Tailor the presentation to the applicant's needs and wants – Remember that there are four possible focal points: The recruiting opportunity, the Reserve, yourself, and the applicant. Your applicant doesn't care about the first three, so focus on the applicant as you present your solutions.
  - c. Pointer #3: Give the applicants a show they'll never forget – Don't make canned presentations, but don't go to the opposite extreme either. Be organized and enthusiastic.
  - d. Pointer #4: Involve your applicants from the word "Go" – Get your applicants physically, intellectually and emotionally involved in the sales process as you present your solutions.
3. 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 use Application-based selling techniques to present their recommendations.

LAST NAME - FIRST NAME - MIDDLE INITIAL