

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

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

Lesson Category: Prospecting

Lesson Title: The 11 Proven Prospecting Pointers Every Recruiter Needs to Know (Page 1 of 2 pages)

**Student Materials/Activities:**

1. Students were instructed to listen to the audio “The 11 Proven Prospecting Pointers Every Recruiter Needs to Know”
2. Students were instructed to complete the Sales Success Worksheet.

**Learning Objectives:**

1. To explain the definition of a “suspect.”
2. To identify and discuss the four characteristics of a “lead.”
3. To identify and discuss the five characteristics of a “qualified applicant.”
4. To identify and discuss 11 prospecting pointers.
5. To have the participants identify the next steps they can take to move some of the people they are working from “lead” status to “qualified applicant” status.
6. To have the participants identify the next steps they can take to recruit a qualified applicant.

**Lesson Outline:**

1. Explain the definition of a suspect: A suspect is a person you know nothing about.
2. Identify and discuss the four characteristics of a lead.
  - a. You’ve opened communication with the person.
  - b. The person may or may not have a need for your opportunities.
  - c. The person may or may not have the authority and ability to commit.
  - d. The person may or may not be willing to listen to you.
3. Identify and discuss the five characteristics of a qualified applicant. They are people who:
  - a. Have a need for the Air Force Reserve opportunity and are aware of it.
  - b. Have the authority and ability to qualify for the opportunity.
  - c. Have a relative sense of urgency.
  - d. Trust you and the Air Force Reserve.
  - e. Are willing to listen to you.
4. Identify and discuss 11 prospecting pointers.
  - a. Treat prospecting as the lifeblood of your recruiting career, because it is.
    - Focus on quality, quantity and consistency
    - Do it now – don’t procrastinate
  - b. Treat prospecting as your most valuable time management tool.
    - Avoid wasting time with unqualified leads
    - Prospect to maintain enough leads to keep you productively busy
  - c. Take an organized approach, but never at the expense of activity.
    - Use a computerized system to track your leads
    - Follow-up on your calls, visits and mailings
  - d. Always keep alert for suspects who can eventually become qualified applicants after they become qualified leads.
    - Keep a mindset that treats every suspect you meet as a possible lead
    - Search for new places to prospect and cultivate relationships with people who can help you
    - Take advantage of Air Force Reserve-generated leads and referrals
  - e. Stay in touch with current leads by working your parthenons.
    - Repetitious concept with your leads keeps you on their mind
    - Others are competing for the same lead
    - A lead's motivation to commit can change suddenly
  - f. Work on your zone, not in your zone.
    - Be proactive by getting out of your office into your zone
    - Shape your recruiting environment, don't simply react to it

LAST NAME - FIRST NAME - MIDDLE INITIAL

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- g. Network your lead inventory regularly.
    - Keep in regular contact with your leads
    - Ensure their contact information is up to date
  - h. Work hard at referral selling.
    - Find people who can offer you information on suspects
    - Use satisfied applicants you processed to help you
  - i. Respect organizational structures.
    - Never violate the formal structure of an organization, but master an understanding of the informal
    - Use the chain-of-command in military organizations
  - j. Identify the key roles.
    - Buffer, lead and advocate
    - Understand who can say “Yes” or “No”
  - k. Research in advance – collect as much information as you can before you ever engage the lead.
5. Using the Sales Success Worksheet, participants were asked to identify the next steps they can take to move some of the people they are working from “lead” status to “qualified applicant” status.
6. Using the Sales Success Worksheet, participants were asked to identify the next steps they can take to recruit a qualified applicant.

LAST NAME - FIRST NAME - MIDDLE INITIAL