

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

Date of Training: _____

Lesson Category: Applying and Convincing

Lesson Title: Relieving Your Applicant's Fear of Committing

Student Materials/Activities:

1. Students were instructed to listen to the audio "Relieving Your Applicant's Fear of Committing."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss the role fear plays in an applicant's decision to join or not join the Air Force Reserve.
2. To identify the two greatest fear-busters and why they are so important.
3. To identify and discuss three ways to help your applicants relieve their fear of committing.
4. To have the participants discuss some of the ways they help their applicants relieve their fears about joining the Air Force Reserve.

Lesson Outline:

1. Identify and discuss the roles fear plays in an applicant's decision to join or not to join the Air Force Reserve.
 - a. The fear of loss can be as powerful as the desire for gain; therefore applicants who are afraid of losing the benefits offered by the Air Force Reserve recruiting opportunity may decide to commit.
 - b. The fear of the unknown, the fear of making a mistake or the fear of being ridiculed or rejected by friends, family or employers for deciding to join the Air Force Reserve may cause the applicant to decide against committing.
2. Identify the two greatest fear busters and why they are so important.
 - a. Trust and Value
 - b. As trust in you and confidence in the value you are offering rises, the fear of committing disappears.
3. Identify and discuss three ways to help you applicants relieve their fear of committing.
 - a. Reconcile the decision to commit with their value system – Whenever people try to act in a manner inconsistent with their value system, there will be some apprehension and fear. Help your applicants by openly asking them about their concerns so you can become aware of their value system and limitations.
 - b. Help them expand their own self-beliefs – People have their own comfort zones, and when they are asked to step outside those zones, they are hesitant to experience new opportunities. Help them re-evaluate their self-beliefs by offering them the opportunity to experience some of the Air Force Reserve lifestyle opportunity.
 - c. Assure them of the wisdom of their choices by doing all of the following:
 - Believe in the recruiting opportunity yourself and reassure the applicant with all your persuasive power.
 - Recap the benefits to show how wise the decision is. Don't assume your applicant understands everything the first time you say it.
 - Reinforce all the applicant's positive feelings about committing. Allow the applicant to talk about what they like about the recruiting opportunity and ask questions about what they are looking forward to enjoying the most.
 - Answer any questions your applicants may have. Treat all objections seriously and deal with them directly and immediately.
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 relieve their applicant's fear of committing.

LAST NAME - FIRST NAME - MIDDLE INITIAL