

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

Date of Training: _____

Lesson Category: Positioning

Lesson Title: The 6 P's... What to Do Before You Ever Get in Front of a Lead

Student Materials/Activities:

1. Students were instructed to listen to the audio "The 6 P's... What to Do Before You Ever Get in Front of a Lead."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify the 6 P's a recruiter should do before meeting face-to-face with a lead.
2. To discuss some of the actions a recruiter must take to make each P successful.
3. To have the participants identify some things they learned from the 6 P's and what they can do immediately to improve their own approach to the 6 P's.

Lesson Outline:

1. Identify the 6 P's a recruiter should do before meeting face-to-face with a lead.
 - a. Positioning
 - b. Prospecting
 - c. Pre-Call Planning
 - d. Presence
 - e. Punctuality
 - f. Process
2. Discuss some of the actions a recruiter must take to make each P successful.
 - a. Positioning: Determine how you want your leads to perceive you, your offerings and the Reserve and posture yourself as a career counselor, successful testimonial, military and Reserve expert, advocate and creative problem solver. Look and dress the part.
 - b. Prospecting: Identify and implement strategies to get your message out to the right leads in the right markets. Be consistent and relentless in your prospecting methods – direct mail, advertising, national leads, list refinement and telephone prospecting, center-of-influence events, networking, school visits, perpetuation and referrals, etc.
 - c. Pre-Call Planning: Develop a pre-call checklist containing questions you need to ask during the sales interview.
 - d. Presence: Determine how you wish to package yourself and your opportunities. Decide the best form of dress and ensure you have your sales aids and sales tools.
 - e. Punctuality: Time management is absolutely critical. Carefully schedule your appointments, allowing enough time for each one, and arrive early when you travel to another location.
 - f. Process: Always use the IMPACT Selling System. It will help you to develop trust, ask the right questions, present your solutions, sell value, deal with objections, ask for the commitment and handle the paperwork.
3. Using the Sales Success Worksheet, participants were asked to answer two questions concerning what they learned about the 6 P's and to list at least three things they will begin to do immediately to improve on their approach to the 6 P's.

LAST NAME - FIRST NAME - MIDDLE INITIAL