

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

Date of Training: _____

Lesson Category: Finalizing Sales

Lesson Title: The One Single Characteristic All Qualified Applicants Have in Common

Student Materials/Activities:

1. Students were instructed to listen to the audio “The One Single Characteristic All Qualified Applicants Have in Common.”
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify the one single characteristic that all qualified applicants have in common.
2. To identify and discuss the potential problems associated with trying to create a false sense of urgency.
3. To identify and solutions that will help recruiters ensure they are finding applicants who possess a high sense of urgency.
4. To have the participants discuss some of the ways they find leads and applicants with a sense of urgency about committing.
5. To have the participants discuss some of their experiences dealing with leads and applicants who do not have a sense of urgency about committing.

Lesson Outline:

1. Identify the one single characteristic that all qualified applicants have in common – A relative sense of urgency on the applicant’s part to solve a problem, fill a need or get what they want.
2. Identify and discuss the potential problems associated with trying to create a false sense of urgency.
 - a. It can erode or destroy the trust and respect level between the recruiter and the applicant.
 - b. It could indicate the recruiter has actually lied to the applicant by telling the applicant something that isn’t true about the recruiting opportunity.
 - c. It puts pressure on the applicant that doesn’t need to be there.
3. Identify and discuss solutions that will help recruiters ensure they are finding applicants who possess a high sense of urgency.
 - a. Understand the decision-making timeframe of your applicants – Go ahead and ask them when they are thinking about making a decision.
 - b. Work “above the fray” – Take a high-level view of your prospecting activities so you know where to place your efforts within each target market.
 - c. Automate your efforts – Use computer programs to develop and maintain a presence in your market and keep in touch with your leads and applicants through email, direct mail and phone calls.
 - d. Cultivate leads with the help of your influencers – Provide your influencers with valuable informative materials they can share with their students, employees or constituents. Here are some examples:
 - Articles on the cost of a college education combined with Air Force Reserve educational assistance programs information
 - Information material about training opportunities in the Air Force Reserve
 - “Good news” stories about Air Force Reservists
 - Studies show advantages of hiring Reservists
 - News stories of how the Air Force Reserve helps the local community and the nation
 - e. Know what a failure on your applicant’s part will cost them if they don’t act now – Educate, not manipulate, your applicants by asking questions and getting them to tell you what they will be losing out on if they don’t take advantage of the Air Force Reserve recruiting opportunity.
 - f. Stay alert to potential changes regarding an applicant’s ability to continue processing – Situations change in people’s lives that impact their interest, eligibility and timing to join the Air Force Reserve. Be sure to keep regular contact with your applicants and continually ask questions to ensure their eligibility status.
4. Using the Sales Success Worksheet and the discussion questions on page two of the Manager’s Meeting Guide, conduct a guided discussion surrounding the ways the participants find leads and applicants with a high sense of urgency.
5. Using the Sales Success Worksheet and the discussion questions on page two of the Manager’s Meeting Guide, conduct a guided discussion where the participants discuss their experiences dealing with leads and applicants who do not have a high sense of urgency.

LAST NAME - FIRST NAME - MIDDLE INITIAL