

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

Date of Training: _____

Lesson Category: Prospecting

Lesson Title: Why is Your Applicant so Difficult?

Student Materials/Activities:

1. Students were instructed to listen to the audio “Why is Your Applicant So Difficult?”
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss seven reasons applicants might build a wall of resistance against recruiters.
2. To identify and discuss suggestions for overcoming the reasons applicants resist recruiters.
3. To have the participants identify and explain the most common reasons they get resistance from applicants and actions they can take to overcome that resistance.
4. To have the participants identify other potential causes of applicant resistance.
5. To have the participants identify ways they can break down applicant resistance.

Lesson Outline:

1. Identify and discuss seven reasons applicants might build a wall of resistance against recruiters.
 - a. Lack of first-hand knowledge regarding military service or the Reserve –The applicant doesn’t understand the nature of military service or the benefits available to those who join the Air Force Reserve.
 - b. Skepticism about the recruiter or the Reserve – Concern by the applicant that the claims made by recruiters are false claims.
 - c. The need to compare opportunities – The applicant wants the best deal possible and would like to know what the competition can offer.
 - d. Ease of processing or difficulty of processing – How easy is it to complete all the paperwork and processing required to become a member of the Air Force Reserve, and how well will the applicant be treated during the process?
 - e. Not having a complete understanding of what the recruiter and the Reserve and its related benefits can do – Applicants will not act on incomplete information. If they are confused or don’t have all the answers they are looking for, they will not commit.
 - f. Poor presentation by the recruiter – The focus of any sales presentation should be on the applicant, not the recruiter.
 - g. Poor customer service and bad experiences – Occurs when recruiters fail to follow-up, use high-pressure tactics or the applicant is concerned over the “horror stories” he/she has heard about recruiters before.
2. Identify and discuss suggestions for overcoming the reasons applicants resist recruiters.
 - a. Educate your applicants to what military service and the Air Force Reserve lifestyle are all about.
 - b. Prove every claim you make for the Air Force Reserve.
 - c. Don’t resist when your applicant wants to compare opportunities. Be knowledgeable about the competition and show where the Air Force Reserve is different and better.
 - d. Be pleasant to work with and ensure the staff agencies that support you are providing good service to the applicants too.
 - e. Use the IMPACT System and application-based selling to tailor your recommendations and solutions to the specifics needs of the applicant.
 - f. Appear confident in front of the applicant, use the power of the word “recommend” and show enthusiasm throughout your presentation.
 - g. Promise a lot to your applicants and deliver even more when it comes to customer service. Be sure to follow-up to ensure all the promises you made to them are being delivered by the Air Force Reserve.
3. Using the Sales Success Worksheet, the participants were asked to identify and explain the most common reasons why they get resistance from applicants and actions they can take to overcome that resistance.
4. Using the discussion questions on page 2 of the Manager’s Meeting Guide, the participants were asked to identify other potential causes of applicant resistance.
5. Using the discussion questions on page 2 of the Manager’s Meeting Guide, the participants were asked to identify ways they can break down applicant resistance.

LAST NAME - FIRST NAME - MIDDLE INITIAL