

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

Date of Training: _____

Lesson Category: Setting and Making Appointments

Lesson Title: Effective Telephone Techniques (Recruiter Version)

Student Materials/Activities:

1. Students were instructed to listen to the audio "Effective Telephone Techniques."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss four tools of modern technology that are actually filtering out calls.
2. To identify and discuss ten "How to's" that can help increase the possibility people will return your phone call.
3. To have the participants create telephone messages they can leave for their leads and applicants when the person doesn't answer the phone call.

Lesson Outline:

1. Identify and discuss four tools of modern technology that are actually filtering out calls.
 - a. Email
 - b. Answering machines
 - c. Voice mail
 - d. Cell phones
2. Identify and discuss Identify and discuss ten "How to's" that can help increase the possibility people will return your phone calls.
 - a. 1. Communicate clearly that you would like the person to return your call – Let them know you will call back if they do not call you.
 - b. 2. Communicate the absolute best times for them to return your call – Be sure to be available to take the call during that time.
 - c. 3. Say your name clearly and slowly, and spell it out, if necessary – Be very clear that you represent the Air Force Reserve.
 - d. 4. Leave your number twice – Say it slow enough so people can write it down easily.
 - e. 5. Explain what the AFR does and provide a taste of the benefits of the recruiting opportunity – This is a great place to insert a Direct Value Statement.
 - f. 6. Be very clear about the time you will call them back – And be sure you call during that timeframe.
 - g. 7. Don't be surprised, shocked or disappointed if people don't return your call – Only a small percentage ever will, but that's better than none at all.
 - h. 8. Provide the name of someone else who can field the call, if you are not available – Help your lead or applicant to talk to a person, not a machine.
 - i. 9. Make sure your message is long enough to make your point, and stress its importance, but not so long as to be boring or repetitive – People will listen for just so long before they hang up.
 - j. 10. Monitor your percentage of return calls – Remember that you have to make calls to receive calls, and if your response rate is too low, modify the way you leave your messages.
3. Using the Sales Success Worksheet and the questions on page 2 of the Manager's Meeting Guide, the leader will conduct a guided discussion concerning some of the participants' experiences with leaving telephone messages.

LAST NAME - FIRST NAME - MIDDLE INITIAL