

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

Date of Training: _____

Lesson Category: Asking the Right Questions & Listening

Lesson Title: A Recruiter's Single Greatest Weapon (Page 1 of 2 pages) Student Materials/

Activities:

1. Students were instructed to listen to the audio "A Recruiter's Single Greatest Weapon."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss some of the important questions a recruiter should ask himself/herself during the pre-planning phases of the Investigate Step.
2. To identify and discuss some of the important questions a recruiter should have the answers to in the Investigate Step after they have made contact with a lead but have not met face-to-face for a sales interview.
3. To discuss the value of using pre-call planning questions and what problems can be created when pre-call planning questions are not employed.
4. To have each student identify the seven types of questions they can ask during a sales interview.
5. To have the participants provide "real-world" examples of the seven types of questions they can ask during a sales interview.
6. To have the participants role play with each of the seven types of questions.

Lesson Outline:

1. Identify and discuss some of the important questions a recruiter should ask himself/herself during the pre-planning phases of the Investigate Step.
 - a. What do I believe this person would find most beneficial about joining the Air Force Reserve?
 - b. What do I think they would find least beneficial about joining the Air Force Reserve?
 - c. What other options are out there for this person to consider?
 - d. What questions is this person likely to ask me?
 - e. If I'm visiting a school or an influencer in my recruiting zone, what are the formal and informal structures of their organization?
 - f. What kinds of information or opportunities do I have to offer that they would be interested in hearing about?
2. Identify and discuss some of the important questions a recruiter should have the answers to in the Investigate Step after they have made contact with a lead but have not met face-to-face for a sales interview.
 - a. What's the behavior style of this lead?
 - b. What prompted this person to agree to contact me or speak to me in the first place?
 - c. What is their previous experience, if any, with the military?
 - d. Would any of my other applicants or unit members know this person?
 - e. Would any of my influencers know this lead?
 - f. Is the person the true decision-maker, or will someone else play a role in their decision to join the Air Force Reserve?
 - g. Are they tentatively qualified to join the Air Force Reserve?
3. Discuss the value of using pre-call planning questions and what problems can be created when pre-call planning questions are not employed.
 - a. Pre-call planning questions help recruiters to ensure they are working with the right leads.
 - b. Pre-call planning questions help the face-to-face interview run smoother.
 - c. A lack of pre-call planning questions can cause recruiters to:
 - Ask the wrong questions
 - Ask leading questions
 - Ask stupid questions
 - Not ask questions

LAST NAME - FIRST NAME - MIDDLE INITIAL

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4. Identify the seven types of questions a recruiter can ask during a sales interview
 - a. Open-ended questions: Cannot be answered "Yes" or "No." The lead or applicant must expand on their answer.
 - b. Reflective questions: Re-phrase the person's previous statement into a question by adding words like, "Is that correct?"
 - c. Directive questions: Questions that guide your lead or applicant to focus on a specific problem, interest or need.
 - d. Multiple Choice questions: Designed to narrow options for your recommendations.
 - e. Closed-ended questions: Usually require only a "Yes" or "No" answer, but must be followed-up with another question to get clarification.
 - f. Throw-back questions: Answering a question with a question.
 - g. Feedback questions: Used for the purpose of making sure you are on target with your observations or recommendations.
5. Using the Sales Success Worksheet, participants were asked to make a list of at least five good questions they could ask a current lead or applicant, using at least three of the seven questioning models identified in the audio.
6. Students were directed to role-play with each of the seven types of questions and then rate each other on the strengths of their questions.

LAST NAME - FIRST NAME - MIDDLE INITIAL