

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

Date of Training: _____

Lesson Category: Pre-Call Planning

Lesson Title: The Power of Pre-Call Planning (Recruiter Version)

Student Materials/Activities:

1. Students were instructed to listen to the audio "The Power of Pre-Call Planning."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss the questions recruiters should ask themselves before the first face-to-face interview with a lead.
2. To identify and discuss questions recruiters should ask themselves about their existing applicants.
3. To identify and discuss some of the places recruiters can look for information about their leads.
4. To discuss the problems associated with failing to pre-call plan.
5. To discuss the advantages associated with good pre-call planning.
6. To have the participants identify and discuss some of the ways the Air Force Reserve is "different" from its competition.

Lesson Outline:

1. Identify and discuss some questions recruiters should ask themselves before the first face-to-face interview with a lead..
 - a. Can this person say "Yes," or will someone else be involved in the decision process?
 - b. Whom or what are you competing against? Is it a person, another service or a civilian opportunity?
 - c. What is the competition's unique advantage?
 - d. What are their weaknesses?
 - e. What availability constraints does the lead have?
 - f. What is their previous military experience?
 - g. How receptive are they to new ideas?
 - h. What do I think may be the biggest problems I can help them solve?
2. Identify and discuss questions recruiters should ask themselves about their existing applicants.
 - a. How well have I been keeping in contact with them?
 - b. How does the Air Force Reserve opportunity stand up against the new opportunities appearing in the marketplace?
 - c. Are you defending the high ground? Ensuring that you're not vulnerable to attack - and the eventual erosion or loss of your applicant to your competitors.
3. Identify and discuss some of the places recruiters can look for information about their leads.
 - a. Web-based searches, including websites like Facebook.com or Linked-In.com
 - b. Separation rosters
 - c. ASVAB rosters
 - d. School newspaper and yearbooks
 - e. School websites
 - f. Other recruiters who may have had contact with some of your leads before
 - g. Applicants of yours who may know people with similar interests
 - h. Influencers and educators in your zone
 - i. Unit members who may know some leads or be willing to refer leads to you
4. Using the Sales Success Worksheet, the participants were asked to discuss problems they have experienced during a sales interview when they failed to pre-call plan.
5. Using the Sales Success Worksheet, the participants were asked to discuss successes they experienced during a sales interview when they did good pre-call planning.
6. Using the discussion questions on page 2 of the Manager's Meeting Guide, the participants were asked to discuss some of the ways they "differentiate" the Air Force Reserve from their competition.

LAST NAME - FIRST NAME - MIDDLE INITIAL