

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

Date of Training: _____

Lesson Category: Value-Added Selling

Lesson Title: Recruiting Against Your Competition (Page 1 of 2 pages) Student

Materials/Activities:

1. Students were instructed to listen to the audio "Recruiting Against Your Competition."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To understand the difference between the price and cost of an Air Force Reserve commitment.
2. To understand how to respond to leads or applicants who ask about the length of the commitment early in the sales process.
3. To understand the meaning of "comparing apples to pears" when it comes to comparing the Air Force Reserve opportunity to your competitor's opportunity.
4. To identify and discuss the three components of presenting solutions that meet your applicant's needs and wants.
5. To identify and discuss four things retainers must be able to do to prove value.
6. To identify some of the ways Air Force Reserve recruiters can differentiate themselves from the competition.
7. To have the participants identify and discuss some competitive factors they face everyday in the recruiting marketplace, the ways they handle objections about the length of the commitment, and how they differentiate themselves from their competition.

Lesson Outline:

1. Discuss the difference between the price and cost of an Air Force Reserve commitment.
 - a. Price: This is the "time" commitment it takes to participate in the Reserve. For example, it may include attending six weeks of Basic Training and a technical training school, followed by service of one weekend a month and two weeks of annual tour each year for six years, plus two more years in the IRR.
 - b. Cost: Includes the sacrifices a unit member must make to be a member of the Reserve. For example, there's the risk of life, possibility of activation and deployment, time away from family, potential job conflicts, loss of some personal freedoms, etc.
2. Discuss how to respond to leads or applicants who ask about the length of the commitment early in the sales process.
 - a. Remember never to quote price (commitment) to an unsold buyer (lead or applicant), because you haven't built value.
 - b. If the person presses for a commitment length, explain that the Reserve has a wide range of opportunity options and length of commitment is tied to the training the person would receive, their career field and previous military experience, if any. Be sure to say that before anyone joins the Air Force Reserve, they will know exactly what the commitment will be.
 - c. If the person keeps pressing for a "hard" number of years, say something like "I've worked with many people just like you who have joined for three to six years, but plan to stay, or have stayed, a lot longer because they enjoy the Air Force Reserve so much."
3. Discuss the meaning of "comparing apples to pears" when it comes to comparing the Reserve recruiting opportunity to your competitor's opportunity.
 - a. Never do a side-by-side comparison of your benefits against those of another service.
 - b. Point out how the Reserve is different from other branches – For example, high-tech jobs, mission, living conditions, overall quality of life.
 - c. Never put another service down – "Kill'em with kindness."
 - d. Explain that the Air Force Reserve is in the best position to offer people what they want.
4. Identify and discuss the three components of presenting solutions that meet your applicant's needs and wants.
 - a. You must totally believe in the value of the Air Force Reserve opportunity or you won't be able to communicate that value.
 - b. You must understand what that value means to the lead or applicant. ("One man's trash is another man's treasure.")
 - c. You must clearly be able to determine from the lead's or applicant's point of view what they perceive as value and not put your value system on the recommendation.

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5. Identify and discuss four things recruiters must be able to do to prove value.
 - a. Justify the price of the Air Force Reserve commitment - Emphasize the taxpayer investment in each unit member.
 - b. Justify the recruiting opportunity they are committing to.
 - c. You must believe in the price - or length -- of the commitment yourself.
 - d. You must be able to present you recommendations in a clear, very succinct way that allows you to be absolutely 100% sure your applicants understand it.

6. Identify and discuss some of the ways Air Force Reserve recruiters can differentiate themselves from the competition.
 - a. Personal professionalism
 - b. Dress and appearance
 - c. Condition of your office and automobile
 - d. Being on time and being prepared for appointments
 - e. Following-up when you say you will
 - f. Backing every claim you make
 - g. Returning phone calls
 - h. Promising a lot and exceeding expectations

7. Using the Sales Success Worksheet and the discussion questions on page two of the Manager's Meeting Guide, conduct a guided discussion about the participants' experiences dealing with the competitive factors they face everyday in the recruiting marketplace, the ways they handle objections about the length of the commitment, and how they differentiate themselves from their competition.

LAST NAME - FIRST NAME - MIDDLE INITIAL