

SALES YEAR

COACHING MADE EASY: 52 PRODUCTION-DRIVING TRAINING LESSONS

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FUNDAMENTALS OF SELLING

1. THE 21 MOST IMPORTANT THINGS RECRUITERS WANT TO KNOW
2. 20 OF THE WORST THINGS THAT RECRUITERS DO
3. THE 15 MOST ESSENTIAL RECRUITING TRUTHS
4. THE TOP 10 MISTAKES RECRUITERS MAKE WITH IMPACT

SALES SUCCESS WORKSHEET

THE 21 MOST IMPORTANT THINGS RECRUITERS WANT TO KNOW

I listened to *"The 21 Most Important Things Recruiters Want to Know."*

- Which three of the 21 things do YOU think are most significant?

1. _____
Why? _____

2. _____
Why? _____

3. _____
Why? _____

- Which three of the 21 things will YOU learn more about and/or take action on?

1. _____
What will you do about it?

By when (be specific)? _____

2. _____
What will you do about it?

By when (be specific)? _____

3. _____
What will you do about it?

By when (be specific)? _____

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

20 OF THE WORST THINGS THAT RECRUITERS DO

I listened to “20 of the Worst Things that Recruiters Do.”

- Which of the top 20 are you guilty of most often?

1. _____
2. _____
3. _____
4. _____
5. _____

- Why do you think these particular issues are problems for you?

- What strategies could you use to avoid them in the future?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

THE 15 MOST ESSENTIAL RECRUITING TRUTHS

- I listened to *"The 15 Most Essential Recruiting Truths."*
- I commit to listening to this audio again next month. Date: _____
(Remember to put this in your planner!)

- Which ONE of these 15 truths rings especially true to you?

- What about this single truth made it seem so important to you?

- How will understanding this truth change your approach to recruiting?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

THE TOP 10 MISTAKES RECRUITERS MAKE WITH IMPACT

I listened to *"The Top 10 Mistakes Recruiters Make with IMPACT."*

- Which of the top 10 are you guilty of most often?

1. _____
2. _____
3. _____

- Why do you think these particular issues are problems for you? Why?

- What strategies could you use to avoid them in the future?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

POSITIONING

1. HOW TO POSITION YOURSELF FOR SUCCESS
2. THE ROLE OF PROFESSIONALISM AND IMAGE TO A RECRUITING CAREER
3. THE ROLE OF SOCIAL PROOF IN RECRUITING
4. THE 6 P'S...WHAT TO DO BEFORE YOU EVER GET IN FRONT OF A LEAD

SALES SUCCESS WORKSHEET

HOW TO POSITION YOURSELF FOR SUCCESS

I listened to *"How to Position Yourself for Success."*

- Provide an example of how you can successfully position yourself to help recruit an applicant. Explain what you did to be positioned in this manner.

- What do you do extremely well that positions you as "different" or "better" than other recruiters in your zone?

- What do you think it means to your leads, applicants, and influencers, that you are in the Air Force Reserve?

- What do you do on a consistent basis to be the first and foremost in the minds of your leads, applicants, and influencers?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

THE ROLE OF PROFESSIONALISM AND IMAGE TO A RECRUITING CAREER

I listened to *"The Role of Professionalism and Image to a Recruiting Career."*

- How do people react when you tell them you're a recruiter?

- What is your title on your business card?

- What is YOUR perception of recruiting as a profession?

- Are you proud to say you're a recruiter? yes no

Why or why not?

- What will you do — starting immediately — to enhance your image?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

THE ROLE OF SOCIAL PROOF IN RECRUITING

I listened to *"The Role of Social Proof in Recruiting."*

- What do you think prospecting by positioning means?

- List three Reservists you recruited or know well enough to ask for a testimonial to use in convincing applicants. Indicate your plan to contact them.

1. _____

2. _____

3. _____

Contact Plan:

1. _____

2. _____

3. _____

- List three specific claims you make about the Air Force Reserve and cite the source of proof for each claim.

Claim	Source
1.	
2.	
3.	

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

THE 6 P'S... WHAT TO DO BEFORE YOU EVER GET IN FRONT OF A LEAD

I listened to *"The 6 P's... What to Do Before You Ever Get in Front of a Lead."*

- Fill in the following table based on what you listened to:

The 6 P's	What did you learn about this P?
1.	
2.	
3.	
4.	
5.	
6.	

- Now, make a list of at least 3 things you will begin doing immediately to improve on your approach to the 6 P's:
 1. _____
 2. _____
 3. _____
- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

PROSPECTING

1. NETWORKING
2. PROSPECTING PARTHENONS AND POWER PROSPECTING TOOLS
3. THE 11 PROVEN PROSPECTING POINTERS EVERY RECRUITER NEEDS TO KNOW
4. WHY IS YOUR APPLICANT SO DIFFICULT?

SALES SUCCESS WORKSHEET

NETWORKING

I listened to "Networking."

- How do you currently network?

- Have you seen any benefits from networking? Have you gotten any new business? How did it happen?

- What skills do you need to develop to enhance your networking abilities? Do you need to network more? Differently? With different people?

- What networking opportunities have you NOT taken advantage of? Will these opportunities come again? When? Can you take advantage of them next time? Describe.

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

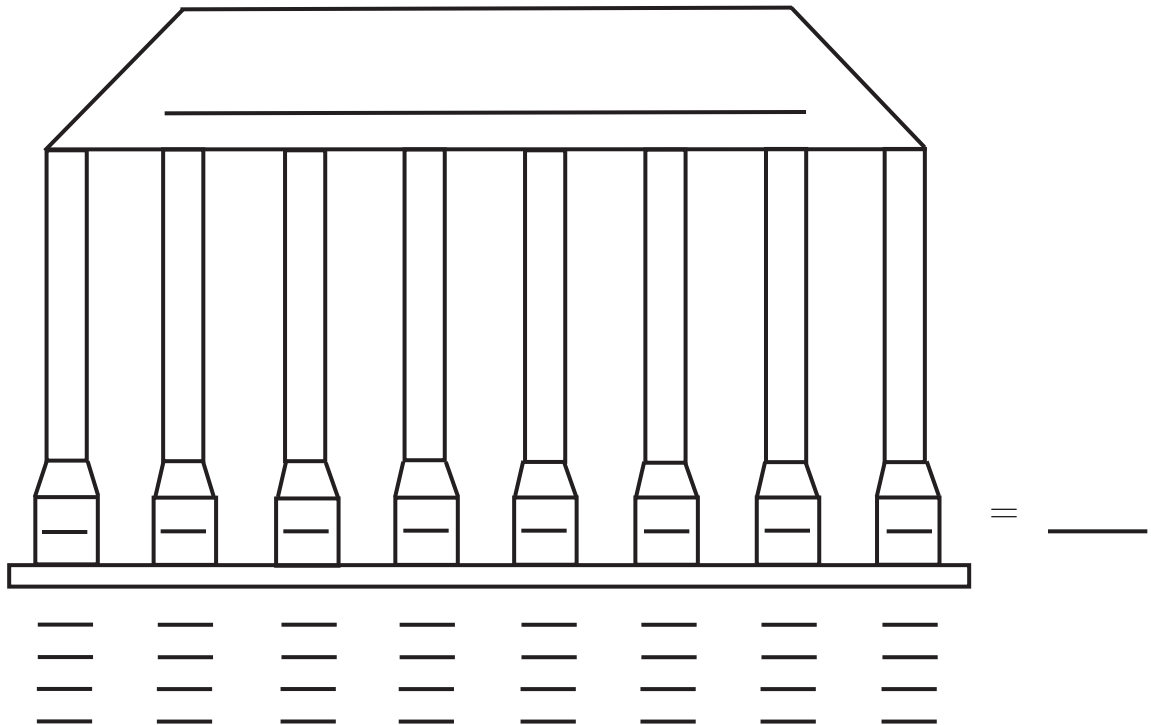
PROSPECTING PARTHENONS AND POWER PROSPECTING TOOLS

I listened to "Prospecting Parthenons and Power Prospecting Tools."

- What prevents you from investing more time prospecting?

- Which target segment are you most comfortable prospecting into? Why?

- Complete a Prospecting Parthenon for one of the target segments you recruit into.



- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

THE 11 PROVEN PROSPECTING POINTERS EVERY RECRUITER NEEDS TO KNOW

I listened to *“The 11 Proven Prospecting Pointers Every Recruiter Needs to Know.”*

- What’s the difference between a lead and a qualified applicant?

Lead:

Qualified Applicant:

- List three current leads you would like to meet with. What next step should you take with each to find out if he or she can become a qualified applicant?

Lead Name	Next Step
1.	
2.	
3.	

- List three current qualified applicants you would like to sell to. What next step should you take with each?

Applicant Name	Next Step
1.	
2.	
3.	

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

WHY IS YOUR APPLICANT SO DIFFICULT?

I listened to *“Why is Your Applicant so Difficult?”*

- What are the two most common reasons you get resistance from your applicants?

1. _____

2. _____

- What will you do to avoid or reduce the resistance you get for each of these reasons?

1. _____

2. _____

- What materials or information do you need to help you avoid/reduce resistance for these reasons?

- What if your applicant isn't resistant for either of the reasons above? What are some questions you could ask to get more information about why a particular applicant is resistant?

1. _____

2. _____

3. _____

4. _____

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

PRE-CALL PLANNING

1. THE POWER OF PRE-CALL PLANNING
2. PRE-CALL PLANNING IN A NUTSHELL
3. HOW TO EFFECTIVELY PREPARE FOR THE APPOINTMENT
4. PLANNING AND SCHEDULING: WHAT'S THE DIFFERENCE?

SALES SUCCESS WORKSHEET

THE POWER OF PRE-CALL PLANNING

I listened to *"The Power of Pre-Call Planning."*

- Give an example of a time that information you knew before a sales interview helped you gain an accession.

- Give an example of when you were "surprised" in a sales interview and how it worked against you.

- Name one lead you hope to interview in the next month.

See if you can answer the following questions about this lead:

Who else are you competing with?

What is your competitor's unique advantage? Their weaknesses?

Where is this lead in the decision-making process?

Are there any availability constraints?

What is this lead's previous experience with the military?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

PRE-CALL PLANNING IN A NUTSHELL

I listened to "Pre-Call Planning in a Nutshell."

- What are the three questions you should ask yourself before each sales interview?

1. _____
2. _____
3. _____

- What is the date of your next appointment?

With Whom?

- What are the answers to each of the three questions for this lead or applicant?

1. _____

2. _____

3. _____

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

HOW TO EFFECTIVELY PREPARE FOR THE APPOINTMENT

I listened to *“How to Effectively Prepare for the Appointment.”*

- What do you think is the best reason for thorough pre-call planning?

- How can pre-call planning help you stay in control of the recruiting process?

- Have you had an experience when you said the wrong thing to a lead or applicant and knew it right away? Describe.

How can you prevent yourself from making this type of mistake again in the future?

- Which of the resources mentioned during this audio will you use better in the future for pre-call planning?

1.

2.

3.

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

PLANNING & SCHEDULING: WHAT'S THE DIFFERENCE?

I listened to *"Planning & Scheduling: What's the Difference?"*

- What does this audio have to do with pre-call planning?

- What problems do you have with planning and scheduling? (Time allocation? Organization?)

- Choose one lead or applicant:

Name:

- Develop a plan for this person.

What is your objective?

By when?

What do you need to make your plan work?

What is your SCHEDULE for engaging this person?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SETTING & MAKING APPOINTMENTS

1. EFFECTIVE TELEPHONE TECHNIQUES
2. EIGHT WAYS TO BUILD A POSITIVE FIRST IMPRESSION
3. WHY OPENING IS MORE IMPORTANT THAN CLOSING
4. HOW TO EFFECTIVELY ENGAGE YOUR LEAD OR APPLICANT

SALES SUCCESS WORKSHEET

EFFECTIVE TELEPHONE TECHNIQUES

I listened to “*Effective Telephone Techniques.*”

- Make a list of 3 leads or applicants you would like to recruit.

Leads or Applicants:

1. _____
2. _____
3. _____

- What should your telephone message be for each of these 3 people?

Leads or Applicants:

1. _____

2. _____

3. _____

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

EIGHT WAYS TO BUILD A POSITIVE FIRST IMPRESSION

I listened to *“Eight Ways to Build a Positive First Impression.”*

- Which of the 8 things do you do most often?

- Which of the 8 things do you do least often?

- What will you work on to do better?

- How should you position yourself from the very first minute of your sales interview?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

WHY OPENING IS MORE IMPORTANT THAN CLOSING

I listened to *“Why Opening is More Important than Closing.”*

- Do you know any “closers” (Military or Civilian)?

What kind of success do they have?

Do you think it’s related to their closing abilities or to some other factor(s)?

- Have you tried to use any of the traditional, stereotypical “hard-closing” techniques mentioned during the audio?

Are you comfortable using them? Why or why not?

What results do you get?

- Write out a sample Primary Bonding Statement that you do use or could use with your applicants.

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

HOW TO EFFECTIVELY ENGAGE YOUR LEAD OR APPLICANT

I listened to *“How to Effectively Engage Your Lead or Applicant.”*

- What does “letting your lead or applicant carry on an unsolicited conversation if he or she chooses to do so” mean?

- How can you do a better job building trust and rapport with your lead or applicant?

- Which of the 8 ways to reduce tension will work best for you?

1. _____

2. _____

3. _____

- Have you ever mistaken being liked for being trusted? Describe the situation.

In the end, did you lose the sale? Win the sale? Why?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

ASKING THE RIGHT QUESTIONS & LISTENING

1. A RECRUITER'S SINGLE GREATEST WEAPON
2. EIGHT WAYS TO IMPROVE YOUR LISTENING SKILLS
3. THE FIVE BASIC BUYING MOTIVES
4. FIVE SECRETS TO BEING A GREAT LISTENER

SALES SUCCESS WORKSHEET

A RECRUITER'S SINGLE GREATEST WEAPON

I listened to "A Recruiter's Single Greatest Weapon."

- **Make a list of at least 5 good questions you could ask a current lead or applicant. Use at least 3 of the following models and identify the model you used after each question:**
 - Open-ended Question ("What are you looking for that you haven't found?")
 - Reflective Question ("So what you're telling me is... Is that correct?")
 - Directive Question ("Can you tell me more about that situation?")
 - Multiple Choice Question ("Would you prefer to work indoors or outdoors?")
 - Closed-ended Question ("Do you have any unpaid parking tickets?")
 - Throwback Question ("How important is that to you?")
 - Feedback Question ("Does this look like it may work for you?")

Lead or Applicant's Name:

Questions:

1. _____

2. _____

3. _____

4. _____

5. _____

- **Bring this worksheet to the next training meeting and be prepared to discuss your answers.**

SALES SUCCESS WORKSHEET

EIGHT WAYS TO IMPROVE YOUR LISTENING SKILLS

I listened to *“Eight Ways to Improve Your Listening Skills.”*

- Which three listening skills mentioned during the audio do you need to improve on the most?

1. _____
2. _____
3. _____

- Why do you think these particular skills are challenges for you?

1. _____

2. _____

3. _____

- What strategies could you use to improve these skills in the future?

1. _____

2. _____

3. _____

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

THE FIVE BASIC BUYING MOTIVES

I listened to *"The Five Basic Buying Motives."*

- For each of the five basic buying motives, write down a question you could ask to discover if your lead or applicant is driven by that buying motive. Use different questions than those mentioned during the audio.

Lead or Applicant's Name:

Questions:

1. Financial Gain:

2. Peace of Mind:

3. Pleasure:

4. Removal of Pain:

5. Pride:

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

FIVE SECRETS TO BEING A GREAT LISTENER

I listened to *"Five Secrets to Being a Great Listener."*

- Choose one lead or applicant you are meeting within the next week.

Name:

- With this appointment in mind, prepare a list of questions you'll ask. Take a copy of this list with you when you have the meeting.

1.

2.

3.

4.

5.

- Write down all of the answers you hear. Summarize the responses below.

1.

2.

3.

4.

5.

- Remember to ask feedback questions based on the person's response!

Other notes on the call? Jot them here and bring this sheet to the next training meeting.

- Be prepared to discuss how having pre-prepared questions impacted the interview process.

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

MAKING AN EFFECTIVE PRESENTATION

1. HOW DOES YOUR SALES PRESENTATION MEASURE UP?
2. SECRETS & TIPS TO GIVING AN EFFECTIVE SALES PRESENTATION
3. SKILLS NEEDED TO DELIVER A SUCCESSFUL GROUP PRESENTATION
4. WHAT'S ALL THIS FEATURE/BENEFIT STUFF ANYWAY?

SALES SUCCESS WORKSHEET

HOW DOES YOUR SALES PRESENTATION MEASURE UP?

I listened to *"How Does Your Sales Presentation Measure Up?"*

- How effectively do you give your applicants a "show they'll never forget"? What about your sales presentations is special, better, and/or more effective than other people's?

- Which of the 10 things mentioned during the audio do you NOT do as well as you could?

1.

2.

3.

- What can you do to improve each problem area?

1.

2.

3.

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

SECRETS & TIPS TO GIVING AN EFFECTIVE SALES PRESENTATION

- I listened to "Secrets & Tips to Giving an Effective Sales Presentation."
- The word "recommend" is one of the most powerful you can use... I commit to begin making recommendation-based presentations today.

- What do you need to add, change, or subtract from your presentations to make it a truly recommendation-based presentation?

- List three current applicants. What do you THINK each of the three might be looking for from the Air Force Reserve?

1.

What should your next step be to find out if you're right about what they are interested in?

2.

What should your next step be to find out if you're right about what they are interested in?

3.

What should your next step be to find out if you're right about what they are interested in?

- What features of the Air Force Reserve recruiting opportunity do you think give you the greatest competitive advantages over other military branches?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

SKILLS NEEDED TO DELIVER A SUCCESSFUL GROUP PRESENTATION

I listened to *“Skills Needed to Deliver a Successful Group Presentation.”*

- Which of the 12 you heard during the audio are the hardest for you?

1. _____
2. _____
3. _____

When is your next group presentation? To Whom?

Date: _____

Audience: _____

What is the goal of the presentation?

Who is your internal advocate at this organization?

What ONE presentation skill will you work to improve on for this next presentation?

What will you do to improve it?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

WHAT'S ALL THIS FEATURE/BENEFIT STUFF ANYWAY?

I listened to *"What's All This Feature/Benefit Stuff Anyway?"*

- What is the difference between a feature and a benefit?

Feature:

Benefit:

- Complete the Feature/Benefit Exercise.

1. List 3 features of the **Air Force Reserve** lifestyle opportunity.
2. Write down the corresponding benefit of each feature.
3. Develop two questions you could ask your leads or applicants to get them talking more about their Need for each specific benefit.

Example Feature: Commissary shopping

Example Benefit: Cost savings on groceries

Example Question: How much do you usually spend each month on groceries?

Feature	Benefit	Questions
		1. 2.
		1. 2.
		1. 2.

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

APPLYING & CONVINCING

1. MAKING APPLICATION-BASED SALES PRESENTATIONS WORK FOR YOU
2. FOUR PROVEN WAYS TO PRESENT THE RECRUITING OPPORTUNITY
3. PROVING YOUR CLAIMS
4. RELIEVING YOUR APPLICANT'S FEAR OF COMMITTING

SALES SUCCESS WORKSHEET

MAKING APPLICATION-BASED SALES PRESENTATIONS WORK FOR YOU

I listened to *"Making Application-Based Sales Presentations Work for You."*

- Have you ever avoided telling an applicant about an opportunity they were qualified for so you could sell them the opportunity you wanted to sell? Why? How did that make you feel?

- Have you ever found yourself focusing on yourself instead of the applicant during a sales presentation? Why do you think that happened?

- Have you ever been guilty of trying to sell features and benefits your applicant wasn't interested in? Why? How did the applicant react?

- What do you do to get your applicants physically, intellectually, and emotionally involved when you present your solutions? How can you tell if they are responding favorably?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

FOUR PROVEN WAYS TO PRESENT THE RECRUITING OPPORTUNITY

I listened to *“Four Proven Ways to Present the Recruiting Opportunity.”*

- What do you do in advance of your sales interviews to ensure your presentation goes well?

- Do you ever get nervous when it comes time to present the commitment? Why or why not?

- What are the most common benefits your non-prior service applicants are interested in receiving? What about prior service applicants?

- What are things you do or say to keep your applicants focused on the benefits and not on the commitment?

- How do you help your applicants take “ownership” of the recruiting opportunity you are presenting?

- Do you think your applicants who commit do so more for tangible benefits or the intangible benefits? What makes you say that?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

PROVING YOUR CLAIMS

I listened to *"Proving Your Claims."*

- What are the three common claims you make for the Air Force Reserve recruiting opportunity? How do you prove those claims?

Claim #1: _____

Proof: _____

Claim #2: _____

Proof: _____

Claim #3: _____

Proof: _____

- Do you ask the people you recruit for testimonial letters? If so, how many have you collected? If not, what's preventing you from asking for the letters?

- Who are two unit members you could ask for testimonial letters the next time you see them?

Unit Member #1: _____

Unit Member #2: _____

- Who are the two best unit members you know that you can refer your applicants to talk to?

Unit Member #1: _____

Unit Member #2: _____

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

RELIEVING YOUR APPLICANT'S FEAR OF COMMITTING

I listened to *"Relieving Your Applicant's Fear of Committing."*

- What are three of the biggest fears about committing your applicants have voiced to you? How do you usually respond to each fear?

Fear #1: _____

Response: _____

Fear #2: _____

Response: _____

Fear #3: _____

Response: _____

- What are some things you have done or helped your applicants to do to help them step outside of their comfort zone and expand their personal belief system?

- How do you go about assuring your applicants they are making a wise decision when they commit to joining the Air Force Reserve?

- When was the last time you had someone verbally commit to joining the Air Force Reserve and later tried to back out or did back out of the commitment? Why did they change their mind about joining? What, if anything, were you able to do about it, and what lessons did you learn?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

OVERCOMING OBJECTIONS

1. FOUR WAYS TO MENTALLY AND EMOTIONALLY RESPOND TO STALLS AND OBJECTIONS
2. THE MAGIC OF IDENTIFYING OBJECTIONS
3. THE ROLE OF TENSION, RESISTANCE AND OBJECTIONS IN A SALE
4. STEPS TO NEGOTIATION MASTERY

SALES SUCCESS WORKSHEET

FOUR WAYS TO MENTALLY AND EMOTIONALLY RESPOND TO STALLS AND OBJECTIONS

I listened to *“Four Ways to Mentally and Emotionally Respond to Stalls and Objections.”*

- What is your most common negative response to stalls and objections?

___ Anger, Frustration, and Resentment
 ___ Stubborn Persistence
 ___ Feeling Like a Victim

- Do the creativity exercise described during the audio.

I've done the creativity exercise.

What were some of your observations/thoughts on this exercise?

- What is the most common objection you hear?

- On a separate page, try to list 5 ways to overcome or respond to the objection.

I've done the creativity exercise.

Was it hard to make the list? Easy? Why?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

THE MAGIC OF IDENTIFYING OBJECTIONS

I listened to *"The Magic of Identifying Objections."*

- **What objections do you hear most often from your applicants?**

Example: "I didn't like the career field I was in on active duty."

1. _____
2. _____
3. _____
4. _____

- **What questions could you ask during the questioning phase to find out if any of these are going to be objections for the particular applicant you're talking with?**

Example: "If you could have changed one thing about your experience on active duty, what would it have been?"

1. _____
2. _____
3. _____
4. _____

- **Are there any other ways you can anticipate/identify these objections before they become an issue?**

- **Bring this worksheet to the next training meeting and be prepared to discuss your answers.**

SALES SUCCESS WORKSHEET

THE ROLE OF TENSION, RESISTANCE, AND OBJECTIONS IN A SALE

I listened to *"The Role of Tension, Resistance, and Objections in a Sale."*

- How effectively do you manage tension and resistance in your sales interviews?

- Give an example of a time that you experienced tension and/or resistance in a sales interview.

- What are the best tips you learned from this audio about reducing tension and resistance?

- ---
- ---
- ---
- ---
- ---

- What should you do if your applicant defers to another individual?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

STEPS TO NEGOTIATION MASTERY

I listened to “Steps to Negotiation Mastery.”

- What are the differences between a stall, an objection, and a negotiation tactic?

Stall:

Objection:

Negotiation Tactic:

- What negotiation tactic do you hear the most often from your applicants?

- What did you hear during this audio that will help you manage the negotiation process better? How will you use the information you learned?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

VALUE-ADDED SELLING

1. SELLING AGAINST YOUR COMPETITION
2. HOW MUCH VALUE DO YOU BRING TO YOUR APPLICANTS?
3. CREATING VALUE BY STACKING BENEFITS
4. BUILDING AND SUSTAINING MOMENTUM

SALES SUCCESS WORKSHEET

SELLING AGAINST YOUR COMPETITION

I listened to *“Selling Against Your Competition.”*

- What organizations, civilian and military, provide your greatest competition? Why?

- What do you say when an applicant tells you the “price” of joining the Air Force Reserve is too high?

- What do you say when an applicant tells you the “cost” of joining the Air Force Reserve is too high?

- What are some of the ways you differentiate yourself and the Air Force Reserve from your competition?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

HOW MUCH VALUE DO YOU BRING TO YOUR APPLICANTS?

I listened to *“How Much Value Do You Bring to Your Applicants?”*

- Are you, personally, a reason why your applicants join the Air Force Reserve? Or do you perceive yourself as a go-between for your unit and the applicant?

- If not, how can you become a reason your applicant commits? List at least two ideas you learned during this audio for improving the level of value you bring to your applicants.

Idea # 1:

Idea # 2:

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

CREATING VALUE BY STACKING BENEFITS

I listened to “*Creating Value by Stacking Benefits.*”

- Before learning about the Benefits-Stacking Formula, how did you present the benefits and commitment to your applicants?

- Which of the six tips for preventing the commitment from becoming a major issue do you already use with your applicants?

- Which of the six tips that you haven’t been using do you think you will start using? How do you think it will help you?

- What’s the biggest challenge you have when it comes time to present the commitment?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

BUILDING AND SUSTAINING MOMENTUM

I listened to *"Building and Sustaining Momentum."*

- Do you believe success breeds motivation, or motivation breeds success? Explain your answer.

- Have you ever blamed an applicant or an Air Force Reserve staff agency or policy for failing to gain an accession? Looking back, what, if anything, could you have done differently with the applicant?

- Which one of the five common traits of top performing recruiters is your strongest? Why do you say that?

Number: _____

- Which one of the five common traits of top performing recruiters is your weakest? How can you go about strengthening that trait?

Number: _____

- Which three of the ten success "truths" do you agree with the most? Why?

Number: _____

Number: _____

Number: _____

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

FINALIZING SALES

1. ASKING AN APPLICANT TO COMMIT IS HOW YOU MAKE THE SALE
2. IF YOU CAN'T CLOSE A SALE, YOU DON'T HAVE A SALE
3. THREE TIPS TO HELP YOU REINFORCE THE COMMITMENT
4. THE ONE SINGLE CHARACTERISTIC ALL QUALIFIED APPLICANTS HAVE IN COMMON

SALES SUCCESS WORKSHEET

ASKING AN APPLICANT TO COMMIT IS HOW YOU MAKE THE SALE

I listened to *"Asking an Applicant to Commit is How You Make the Sale."*

- Have you ever made it all the way through the sales process, but not asked the applicant to commit? When? Why? What was the outcome?

- Which of the causes of hesitating to ask for the commitment are you most often affected by? Why? What can you do about it?

- Which of the 8 tips mentioned during this audio will you begin to apply right away? Why did you select the one you chose?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

IF YOU CAN'T CLOSE A SALE, YOU DON'T HAVE A SALE

I listened to *"If You Can't Close a Sale, You Don't Have a Sale."*

- What are the five things that must occur for you to make a sale?

1. _____
2. _____
3. _____
4. _____
5. _____

- Which two techniques mentioned during this audio will help you the most as you try to close sales?

1. _____
2. _____

- How comfortable are you with the strategy of "assuming the sale"? Why did you answer the way you did?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

THREE TIPS TO HELP YOU REINFORCE THE COMMITMENT

I listened to *“Three Tips to Help You Reinforce the Commitment.”*

- Have you ever lost an applicant after you thought you gained the commitment? Describe.

- Are you hesitant to ask for referrals from your most recent accessions? Why or why not?

- Which of the reinforcement tips are you most likely to apply? Why?

- Which of the reinforcement tips are you least likely to apply? Why?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

THE ONE SINGLE CHARACTERISTIC ALL QUALIFIED APPLICANTS HAVE IN COMMON

I listened to *“The One Single Characteristic All Qualified Applicants Have in Common.”*

- List two applicants you think are about ready to commit. Do you think each has a sense of urgency? Why or why not?

1. _____

2. _____

- What can you do if your applicants don't have a sense of urgency about joining?

- What will you do about the two people you listed above?

Applicant #1

Applicant #2

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

MOTIVATION & SELF-CONFIDENCE

1. COMMON TRAITS OF THE TOP 20% OF RECRUITING PERFORMERS
2. HOW TO BUILD YOUR SELF-CONFIDENCE
3. HOW DO YOU CONSTANTLY STAY MOTIVATED AND PERFORM AT YOUR PEAK LEVEL?
4. HOW IMPORTANT FOR A RECRUITING PROFESSIONAL IS HANDLING REJECTION?

SALES SUCCESS WORKSHEET

COMMON TRAITS OF THE TOP 20% OF RECRUITING PERFORMERS

I listened to “*Common Traits of the Top 20% of Recruiting Performers.*”

- What did you notice are the main traits of the top 20% of recruiters?

The middle 60%?

The bottom 20%?

- Do you think you are a sales “fundamentalist?” What do you think the fundamentals of sales are?

- How can you focus yourself on working as if you're a small business owner?

- Describe a time you placed the blame for your recruiting problems on someone or something else. Why do you think you did that?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

HOW TO BUILD YOUR SELF-CONFIDENCE

I listened to *"How to Build Your Self-Confidence."*

- What 7 traits are mentioned as characteristics of successful people? Do you think YOU exhibit any or all of these traits?

Trait	I believe I have this trait:
1. _____	yes / no
2. _____	yes / no
3. _____	yes / no
4. _____	yes / no
5. _____	yes / no
6. _____	yes / no
7. _____	yes / no

- Which of these traits do you need to commit to developing further?

- _____
- _____
- _____
- _____

- Describe a time you lost self confidence. What was the situation? How did you regain your self-confidence?

- What does "dwelling on your successes" mean to you?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

HOW DO YOU CONSTANTLY STAY MOTIVATED AND PERFORM AT YOUR PEAK LEVEL?

I listened to *“How Do You Constantly Stay Motivated and Perform at Your Peak Level?”*

- “Goal Directed” means:

- What are YOUR long-term, intermediate-term, and short-term goals related to recruiting?

Short-Term Goals	Projected Date	On Track to Reach?	What's your next step related to this goal?
		yes / no	
		yes / no	
		yes / no	
Intermediate-Term Goals	Projected Date	On Track to Reach?	What's your next step related to this goal?
		yes / no	
		yes / no	
		yes / no	
Long-Term Goals	Projected Date	On Track to Reach	What's your next step related to this goal?
		yes / no	
		yes / no	
		yes / no	

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

HOW IMPORTANT FOR A RECRUITING PROFESSIONAL IS HANDLING REJECTION?

- I listened to “How Important For a Recruiting Professional is Handling Rejection?”
- I commit to listening to this audio again next month. Date: _____
(Remember to put this in your planner!)

- Describe a time you had to publicly admit you made a mistake or lost an applicant to your competition. What happened? How did it make you feel?

What have you done to avoid making that type of mistake again?

- What did you learn from this audio about developing your resiliency? What can you do to help yourself recover more quickly from setbacks?

- Which of the eight critical skills in handling rejection do you think YOU most need to work on? Choose 3-5 of these skills and commit to improving on them.

1. _____

2. _____

3. _____

4. _____

5. _____

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

BONUS MATERIAL

1. RECRUITING, STRESS AND PRESSURE
2. THE MOST CLOSELY GUARDED SECRET IN RECRUITING
3. THE BIGGEST SECRETS OF HANDLING DIFFICULT APPLICANTS
4. HOW TO BE A SUCCESS STORY IN RECRUITING

SALES SUCCESS WORKSHEET

RECRUITING, STRESS AND PRESSURE

I listened to *"Recruiting, Stress and Pressure."*

- What are the biggest sources of stress in your recruiting career? How do you try to manage each of them?

- Can you think of a time when your own stress levels caused you difficulty in recruiting people? Describe.

- What is your primary goal as a recruiter?

- List at least two longer term goals that you have for your profession. Then list ideas for ensuring that you take action on those goals everyday.

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

THE MOST CLOSELY GUARDED SECRET IN RECRUITING

I listened to *"The Most Closely Guarded Secret in Recruiting."*

- List two current leads. Then circle how many of the qualifying characteristics each one has:

	# Characteristics (circle)				
Lead #1	1	2	3	4	5
Lead #2	1	2	3	4	5

- What should your next step be with each lead, qualified or not?

- Have you ever presented a solution to an applicant who you thought was qualified - only to find out that he/she wasn't? Which of the five characteristics was missing? Was there any way you could have found out the applicant wasn't fully qualified before you conducted the interview?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

THE BIGGEST SECRETS OF HANDLING DIFFICULT APPLICANTS

I listened to *"The Biggest Secrets of Handling Difficult Applicants."*

- Who are your two most difficult applicants you are currently working with?

1. _____
2. _____

- How can you anticipate the problems each applicant will give you?

1. _____
2. _____

- Which behavior style do you think each person is?

1. _____
2. _____

- How can you get each one to focus on the issues? What are the typical issues you have with each?

1. _____

2. _____

- Have you ever overlooked a problem with an applicant and then had it come back to bite you? Describe.

- Come up with two things you can do to try to improve your relationship with each difficult applicant.

1. _____
2. _____

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.

SALES SUCCESS WORKSHEET

HOW TO BECOME A SUCCESS STORY IN RECRUITING

I listened to *"How to Become a Success Story in Recruiting."*

- **Quiz**

1. When an applicant doesn't commit, do you blame:
 The Applicant?
 Your Own Organization?
 Other? _____
2. When a lead or applicant fails to appear for an appointment who do you blame?

3. Have you ever blamed your lack of success on the "cost" of the commitment or fewer features than your competition?
 Yes
 No
4. How often do you blame political, economic, or social conditions for your lack of success?
 Never
 Occasionally
 Frequently
 Almost Always
5. How often do you find yourself doing "busy work" instead of proactive, positive activity?
 Never
 Occasionally
 Frequently
 Almost Always
6. Do you avoid looking at hard, objective recruiting numbers to gauge your recruiting success (or lack of it)?
 Yes
 No
Why? _____

7. How well do you work with other members of your recruiting support team?
 Very Well
 Usually Fine - We have conflict occasionally, but we work through it.
 Not Well - We have a lot of conflict.

- **What do these answers tell you?**

- **There were six affirmations mentioned during the audio. Put a checkmark next to the ones that you feel you should pay closest attention to:**

- I will assume full responsibility for all of my own actions with every lead or applicant.
- I will assume full accountability for my own recruiting results - both good and bad.
- I will not blame others, conditions, or circumstances for any lack of success I may have.
- I will learn to compartmentalize my failures, move past them and concentrate on positive, productive activities.
- I will never allow any failure to become part of my permanent record of feelings, actions or sense of self-worth.
- I will work with other team members to deliver positive results and totally enthusiastic applicants.

- **Bring this worksheet to the next training meeting and be prepared to discuss your answers.**