

MANAGER'S MEETING GUIDE

A RECRUITER'S SINGLE GREATEST WEAPON

BEFORE YOUR TRAINING MEETING

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| 1. Schedule your training meeting, and send e-mail, voice mail, or memo to all of your team, informing them of date/time. Also, remind them to complete the week's listening assignment. | Date of training meeting: _____ Time of training meeting: _____ <input type="checkbox"/> I have invited my team. |
| 2. Listen to this week's audio lesson. | <input type="checkbox"/> I have listened to "A Recruiter's Single Greatest Weapon." |
| 3. Key coaching points to remember for this week's training meeting: | <ul style="list-style-type: none">• Asking and getting complete answers to good questions is a key part of making a sale.• The audio identified several questions you should answer in the Investigate Step before making contact:<ul style="list-style-type: none">- What do I believe this person would find most beneficial about joining the Reserve?- What do I think they would find least beneficial?- What other options are there for them to consider?- What questions are they likely to ask me?- If I'm visiting a school or influencer in my recruiting zone, what are the formal and informal structures of the organization?- What kind of interesting information or opportunities do I have to offer to them?• The audio also identified several questions you should answer in the Investigate step after you have made contact, but not met face-to-face for an interview.<ul style="list-style-type: none">- What's the Behavior Style of this lead?- What prompted this person to agree to contact or speak to me in the first place?- What is their previous experience with the military?- Would any of my other applicants or unit members know this person?- Would any of my influencers know them?- Is this person the decision maker? If not, who else is involved?- Is this person qualified to join the Reserve?• Types of questions to ask during the sales interview:<ul style="list-style-type: none">- Open-ended - Close-ended - Reflective- Throwback - Directive - Feedback- Multiple choice |
| 4. Get ready for the training meeting the day before it's going to be held: | <ul style="list-style-type: none">• Make sure the meeting room seating is arranged for group discussion.• Be sure to have at least one large whiteboard and/or flip chart with markers.• Send an e-mail, voice mail, or memo reminder to your team. |

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Topics for Discussion/Action at Your Training Meeting on “A Recruiter’s Single Greatest Weapon”

- How often do you feel under-prepared when you start an interview? Have you ever THOUGHT you were prepared, but realized that you didn’t have all the information you should have had? Discuss.
- On a scale of one to ten, how much information do you typically know about your leads when you conduct a sales interview? (One is “not much,” and Ten is “a lot”)
- Why are pre-call planning questions so important in the Investigate Step?
- What are some good questions YOU’VE asked to get your leads and applicants to open up to you about what they like about the **Reserve** Recruiting opportunity and why they are interested in it? Why do you think your questions work so well?
- Role play with each of the seven types of questions. Ask your team to rate each other on the strengths of their questions.

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:

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