

MANAGER'S MEETING GUIDE

SELLING AGAINST YOUR COMPETITION

BEFORE YOUR TRAINING MEETING

<p>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.</p>	<p>Date of training meeting: _____</p> <p>Time of training meeting: _____</p> <p><input type="checkbox"/> I have invited my team.</p>
<p>2. Listen to this week's audio lesson.</p>	<p><input type="checkbox"/> I have listened to "Selling Against Your Competition."</p>
<p>3. Key points for this week's training meeting.</p>	<ul style="list-style-type: none">• Applicants have many choices - there are a dozen active and reserve components• Price versus Cost of joining:<ul style="list-style-type: none">- Price is the initial commitment. (Example: attend Basic Training and Technical Training School; serve one weekend a month and two weeks a year for six years, plus two years in the IRR.)- Costs includes risk of life, possibility of activation and deployment, potential job conflicts, loss of some personal freedoms, etc.• The armed services are not all the same; it takes a recruiter to point out the differences.• Commitment is often a bigger issue in the mind of the recruiter than the applicant.• Learn all you can about your competition, but don't compare apples to apples; compare apples to pears - focus on the differences.• Only recommend solutions that meet your applicant's needs and wants.
<p>4. Get ready for your training meeting the day before it's going to be held:</p>	<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.

Topics for Discussion/Action at Your Training Meeting on “Selling Against Your Competition”

- Which branch of service provides you with the greatest competition? Why? How do you overcome their competitive advantages?
- What are some of the most common non-military competitive factors you have to sell against? (Example: family, civilian job, etc.) What makes those factors difficult to overcome?
- Define the price of joining the **Reserve**.
- Define the cost of joining the **Reserve**.
- How often do you hear objections or complaints about the length of commitment (price of joining)?
- How do you handle applicants who say the price of joining is too high?
- How do you handle applicants who say the cost of joining is too high?
- What are some of the ways you differentiate yourself and the **Air Force Reserve** from your competition?

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.