

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

Date of Training: _____

Lesson Category: Fundamentals of Selling

Lesson Title: 20 of the Worst Things That Recruiters Do (Page 1 of 2 pages)

Student Materials/Activities:

1. Students were instructed to listen to the audio “20 of the Worst Things That Recruiters Do.”
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To learn about 20 things recruiters should avoid doing.
2. To have each student select the five things (from the list of 20) that they are most often guilty of doing.
3. To have each student identify why those five things are problems for them.
4. To have each student identify strategies they can use to help them avoid those problems in the future.

Lesson Outline:

1. Identify the 20 “things” mentioned in the audio that can cause a recruiter to have problems.
 - a. Number 1: They don’t become a student of their craft – They fail to improve either their professional knowledge or selling skills.
 - b. Number 2: They don’t find their “niche” market – Instead of focusing on one or two primary target segments and becoming an expert on those, they work too broadly and try to recruit the same way in every segment.
 - c. Number 3: They fail to position themselves correctly – They are seen as being just another “recruiter” instead of doing activities that will allow them to be seen as an “expert.”
 - d. Number 4: They fail to prospect – They don’t take advantage of digital technology to deploy an effective prospecting strategy.
 - e. Number 5: They get in front of the wrong people – They shoot for quantity instead of quality in their leads and end up talking to too many people who don’t meet the five characteristics of a qualified lead.
 - f. Number 6: They listen to the wrong peers – They talk to struggling, unhappy fellow recruiters and focus on the “bad” rather than the “good.”
 - g. Number 7: They don’t focus on the value of the Air Force Reserve opportunity – They worry about what the applicant is going to think about the “commitment” and other costs associated with joining the Air Force Reserve, instead of focusing on the “value” provided to people who join.
 - h. Number 8: They misuse, or abuse, government resources – They use things like government telephones and the government credit card for personal use instead of only for official use.
 - i. Number 9: They fail to ask the right questions – The recruiter either doesn’t ask questions or they ask the wrong questions. They also don’t listen to what the applicant is saying; instead they just “benefits dump.”
 - j. Number 10: They are either digitally compulsive or digitally impaired – The recruiter either spends too much time on a computer, instead of going out in their territory, or they spend too little time on the computer and don’t learn how to take advantage of the various software programs.
 - k. Number 11: They fail to manage their time well – They don’t take advantage of time saving technology, or they waste too much time talking to the wrong people.
 - l. Number 12: They’re either too timid or too aggressive – They don’t recognize when it’s the right time to push hard or when it’s the right time to back off.
 - m. Number 13: They fail to match the Air Force Reserve's offering to what the applicant is really looking for – The recruiter fails to apply the right solutions because the recruiter is focused on what they think the applicant needs or what they think they can sell instead of what the applicant wants.
 - n. Number 14: They can’t deal with change, or they change too much – The recruiter has trouble adapting to the changes in the recruiting environment or they over-react to the changes taking place.
 - o. Number 15: They place themselves into a situation in their personal life that fails to deliver an adequate support system – Recruiters sometime allow personal problems to spill over into their professional life. To be successful, they need to associate with and rely on people who will provide positive support.
 - p. Number 16: They fail to pre-call plan and organize for their calls – Too many recruiters think they can “wing” any sales interview or presentation, and they fail to do the necessary work ahead of time that can improve their chances for success.
 - q. Number 17: They never learn how to ask the right questions – Recruiters fail in the Probe Step of IMPACT because they did not design and select the proper questions ahead of time.

LAST NAME - FIRST NAME - MIDDLE INITIAL

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Lesson Title: 20 of the Worst Things That Recruiters Do (Page 2 continued from previous page)

- r. Number 18: They don't understand that providing service is part of the sale – The recruiter wrongly believes that once their applicant has committed to the Air Force Reserve their work is done. They fail to follow-up with the new unit member to ensure the promises made were kept or they don't use them as a referral source.
 - s. Number 19: They fail to provide value-added solutions – The recruiter doesn't probe deep enough to uncover multiple “stars” (issues, problems, pains or gains). Instead, they listen for the first feature they can sell and then try to close the sale.
 - t. Number 20: They fail to ask for the commitment – The recruiter simply can't bring themselves to ask the applicant to join the Air Force Reserve, perhaps because they lack the confidence and fear rejection, they feel they haven't built enough value, or they expect the applicant will come right out and say they want to join.
2. Using the Sales Success Worksheet, participants were asked to identify the five “things” they are guilty of doing most often.
 3. Using the Sales Success Worksheet, participants were asked to explain why these particular issues were problems for them.
 4. Using the Sales Success Worksheet, participants were asked to identify strategies they could employ to avoid these problems in the future.

LAST NAME - FIRST NAME - MIDDLE INITIAL