

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

Date of Training: _____

Lesson Category: Value-Added Selling

Lesson Title: Creating Value by Stacking Benefits (Page 1 of 2 pages)

Student Materials/Activities:

1. Students were instructed to listen to the audio "Creating Value by Stacking Benefits."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss the most important questions leads and applicants ask themselves the first time they come face-to-face with a recruiter.
2. To identify and discuss the goal of the value proposition.
3. To identify and discuss six tips a recruiter can apply to keep the commitment from becoming a major issue.
4. To discuss the purpose of gathering "stars" in the Probe Step.
5. To understand how to use the Benefits-Stacking Formula to create value and present the commitment.
6. To identify and discuss the role of feedback questions when presenting benefits.
7. To have the participants discuss their experiences using the Benefits-Stacking Formula to build value and increase acceptance of the commitment.

Lesson Outline:

1. Identify and discuss the most important questions leads and applicants ask themselves the first time they come face-to-face with a recruiter.
 - a. What's in it for me, or what am I going to get for my time and effort?
 - b. What's it going to cost me?
2. Identify and discuss the goal of the value proposition – To prove to your leads and applicants that the AFR lifestyle opportunity is worth more to them than its price or cost.
3. Identify and discuss six tips a recruiter can apply to keep the commitment from becoming a major issue.
 - a. Avoid making the commitment an issue yourself – Very often the recruiter worries more about the commitment than the applicant.
 - b. Focus on the benefits the applicant will receive, rather than on the commitment.
 - c. Avoid cushioning statements as a way of introducing the commitment – Phrases like "Are you ready for this..." place focus on the commitment rather than the benefits.
 - d. Never place a modifier on the offer – Don't use terms like "regular commitment" or "normal requirements."
 - e. If the applicant tries to get you to bend (e.g. higher rank, shorter enlistment), refuse to do so. Acknowledge their statements, justify your offer and eliminate objections.
 - f. When presenting the commitment, always ensure the value of the commitment exceeds the personal cost to the applicant.
4. Discuss the purpose of gathering "stars" in the Probe Step – The stars represent the applicant's problems, issues or areas of interest. Your solutions are supposed to address each one of the stars you uncovered.
5. Understand how to use the Benefits-Stacking Formula to create value and present the commitment – Your goal is to sandwich the commitment between the benefits you are offering.
 - a. Present two to three key benefits your applicant is most interested in receiving.
 - b. State the commitment.
 - c. Present some additional benefits.
6. Identify and discuss the role of feedback questions when presenting benefits – The feedback questions help you to ensure your presentation is on target.
 - a. If you receive a positive response to a feedback question, continue forward.
 - b. If you receive a negative response to a feedback question, return to the Probe Step.

LAST NAME - FIRST NAME - MIDDLE INITIAL

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

Lesson Title: Creating Value by Stacking Benefits (Page 2 continued from previous page)

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 Benefits-Stacking Formula and the ways the participants can use it to increase value and acceptance of the commitment.

LAST NAME - FIRST NAME - MIDDLE INITIAL