

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

Date of Training: \_\_\_\_\_

Lesson Category: Value-Added Selling

Lesson Title: How Much Value Do You Bring to Your Applicants?

Student Materials/Activities:

1. Students were instructed to listen to the audio “How Much Value Do You Bring to Your Applicants?”
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify the two things recruiting professionals must sell.
2. To identify and understand the components of the Value Formula.
3. To identify and discuss five tactical tips recruiters should do to enhance the value they bring to the recruiter-applicant relationship.
4. To identify and discuss three macro-strategies recruiters can use to communicate value to their applicants.
5. To have the participants discuss the Value Formula and identify ways they communicate value to their applicants.

Lesson Outline:

1. Identify the two things recruiting professionals must sell.
  - a. Trust
  - b. Value
2. Identify and understand the components of the Value Formula.
  - a. Value equals Perceived Benefits over Perceived Price or Perceived Emotional Cost.
  - b. When applicants perceive they will get more from the benefits of joining the Reserve than what they have to “give up” when joining, they see value.
  - c. When applicants see fewer benefits than what they’re going to have to give up to join the Air Force Reserve, they don’t see value.
3. Identify and discuss five tactical tips recruiters should do to enhance the value they bring to the recruiter-applicant relationship.
  - a. Do your homework – Learn as much as you can about your applicant before you meet face-to-face. Examples: Occupation, education, military experience, tentative qualifications, why they are meeting with you, time-frame for decision-making and family situation.
  - b. Don’t waste your applicant’s time – Get to the issues as quickly as your applicant chooses to do so. Avoid unsolicited small talk.
  - c. Pre-prepare a list of questions – Questions should relate to the applicant’s problems, goals, objections, time-frames, needs and dreams. Be sure to take notes, pay attention and not interrupt.
  - d. Recommend the correct solution – Present solutions, answers, and compelling reasons to commit to joining the Reserve.
  - e. Let the applicant buy the Reserve recruiting opportunity – Don’t pressure your applicants or they may change their mind later and back out later. Remember, they will join the Air Force Reserve for their reasons, not yours.
4. Identify and discuss three macro-strategies recruiters can use to communicate value to their applicants.
  - a. Position yourself correctly – Identify the ways you want to be seen by your applicants. Examples: military expert, advocate, problem solver, career counselor, etc.
  - b. Maintain your presence – Develop relationships with applicants, influencers, associations and organizations, employers, advocacy groups, and community organizations.
  - c. Strive for applicant and influencer visibility – Keep top of mind consciousness with your applicants and influencers by anticipating their problems and being on hand to provide direction and solutions.
5. Using the Sales Success Worksheet and the discussion questions on page two of the Manager’s Meeting Guide, conduct a guided discussion about the Value Formula and the ways the participants communicate value to their applicants.

LAST NAME - FIRST NAME - MIDDLE INITIAL