

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

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

Lesson Category: Setting and Making Appointments

Lesson Title: Why Opening is More Important than Closing (Page 1 of 2 pages)

**Student Materials/Activities:**

1. Students were instructed to listen to the audio "Why Opening is More Important than Closing."
2. Students were instructed to complete the Sales Success Worksheet.

**Learning Objectives:**

1. To identify and discuss six "hard" closing methods that recruiters might use with their applicants.
2. To identify and discuss the only closing method taught as part of the IMPACT Selling System.
3. To identify and discuss the seven biggest mistakes recruiters can make when opening a sales interview.
4. To discuss the structure and value of a Primary Bonding Statement.
5. To conduct a guided discussion concerning the participants' use and feelings about "hard closes."
6. To conduct a guided discussion concerning the importance of opening versus closing the sale.

**Lesson Outline:**

1. Identify and discuss six "hard" closing methods that recruiters might use with their applicants.
  - a. Ben Franklin Close: Creating a balance sheet of pros and cons.
  - b. Now or Never Close: Making a short-term offer that won't be available tomorrow.
  - c. Alternative Close: Offering a limited set of choices.
  - d. Compliment Close: Telling the person how smart they are or how much their friends and family will be impressed by their decision to "buy" the Air Force Reserve commitment.
  - e. Select-Deafness Close: Ignoring everything the other person says that you don't want to hear.
  - f. Momentum Close: Ask a series of "sharp-angle" questions where the answer is an obvious "Yes" and building momentum for the applicant to say "Yes" to the commitment.
2. Identify and discuss the only closing method taught as part of the IMPACT Selling System.
  - a. The Assumptive Close "assumes" that the applicant will "buy" the commitment because your recommendations are designed to solve their problems or satisfy their greatest needs.
  - b. Assuming the sale is statistically the most effective, proven way to get a "Yes."
  - c. The Assumptive Sale is non-manipulative – there are no tricky techniques to fool the applicant or get them to do something they don't want to do.
3. Identify and discuss the seven biggest mistakes recruiters can make when opening the sales interview.
  - a. Small talk: Wasting time discussing subjects unrelated to the purpose of the sales interview. The exception is when the applicant initiates the small talk. Even then, it should be kept brief.
  - b. Opportunity, product or service reference: Referencing one of the many opportunities offered by the AFR. For example, highlighting "experience," even though all the other military services can make a similar claim.
  - c. Benefit claim: Starting out by touting one of the AFR benefits you see as valuable (e.g. educational assistance), even though you may not know if the applicant sees that benefit as valuable.
  - d. Provocative question: Opening with a question that's way too deep or complicated to begin the sales interview process with.
  - e. Domination: The recruiter starts talking and doesn't stop. They can't stand silence so they start doing some or all of the things mentioned above, such as opportunity references, benefits claims or asking provocative questions.
  - f. Branch of Service reference: Starting out by talking about what the Air Force Reserve is all about instead of focusing on the applicant with questions directed to them.
  - g. Quality Claim: Starting out the conversation by making claims for the AFR without knowing if the applicant is interested in hearing those claims.
4. Discuss the structure and value of the Primary Bonding Statement.
  - a. It includes no preconceived comments about specific benefits the applicant may receive.
  - b. The focus is on letting the applicant know you will work to give them what they want.

LAST NAME - FIRST NAME - MIDDLE INITIAL

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Lesson Title: Why Opening is More Important than Closing (Recruiter Version) (Page 2 continued from previous page)

5. Using the Sales Success Worksheet and the questions on page 2 of the Manager's Meeting Guide, the participants were asked to discuss some of their own experiences with "hard closes."

6. Using the Sales Success Worksheet and the questions on page 2 of the Manager's Meeting Guide, the participants were asked to discuss their opinions about the importance of the opening versus the closing of a sale.

LAST NAME - FIRST NAME - MIDDLE INITIAL