

# MANAGER'S MEETING GUIDE

## HOW MUCH VALUE DO YOU BRING TO YOUR APPLICANTS?

### 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 "How Much Value Do You Bring to Your Applicants?"</p>
<p>3. Key points to remember from this audio.</p>	<ul style="list-style-type: none"><li>• Value = Perceived Benefits/Perceived Price. In other words, if you see that you're going to get more benefits than what you're going to have to give up to receive those benefits, then you see value.</li><li>• Five things top recruiters do regularly to enhance the value they bring to the recruiter-applicant relationship:<ol style="list-style-type: none"><li>1. Invest the time to learn as much about their applicants as possible.</li><li>2. Don't waste their applicants' time.</li><li>3. Ask the right questions.</li><li>4. Recommend the right solutions - they aren't "pitch men (or women)."</li><li>5. Let their applicants buy when they want to buy... no pressure selling.</li></ol></li><li>• Three strategies for increasing the value you bring:<ol style="list-style-type: none"><li>1. Position yourself carefully and wisely.</li><li>2. Maintain your presence.</li><li>3. Strive to be top-of-mind for your applicants and influencers in ways that add value.</li></ol></li></ul>
<p>4. Get ready for your training meeting the day before it's going to be held:</p>	<ul style="list-style-type: none"><li>• Make sure the meeting room seating is arranged for group discussion.</li><li>• Be sure to have at least one large whiteboard and/or flip chart with markers.</li><li>• Send an e-mail, voice mail, or memo reminder to your team.</li></ul>

## Topics for Discussion/Action at Your Training Meeting on “How Much Value Do You Bring to Your Applicants?”

- What's the Value Formula, and why is it so important?
- How often do you think you, as a recruiter, are the PRIMARY reason why an applicant joins the **Air Force Reserve**? What do you do that makes you special to your applicants?
- Have you ever bought anything from a specific salesperson that you could have gotten somewhere else? Why did you buy from THAT salesperson? Would you buy from him/her again?
- How often do you think you become an “order taker” or a “middle man/woman” between your unit of assignment and your applicant? Why is it easy to let this happen? How can you prevent it?
- What one idea from this audio do you think is most likely to improve the level of value you, as a recruiter, bring to your applicants? Do you think it will increase your accessions as a result?

# SALES SUCCESS WORKSHEET

## HOW MUCH VALUE DO YOU BRING TO YOUR APPLICANTS?

I listened to *“How Much Value Do You Bring to Your Applicants?”*

- Are you, personally, a reason why your applicants join the Air Force Reserve? Or do you perceive yourself as a go-between for your unit and the applicant?

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- If not, how can you become a reason your applicant commits? List at least two ideas you learned during this audio for improving the level of value you bring to your applicants.

Idea # 1:

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Idea # 2:

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- Bring this worksheet to the next training meeting and be prepared to discuss your answers.