

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

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

Lesson Category: Value-Added Selling

Lesson Title: Building and Sustaining Momentum

Student Materials/Activities:

1. Students were instructed to listen to the audio "Building and Sustaining Momentum."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss the cornerstone of a successful recruiter.
2. To identify and discuss the five common traits of top performing recruiters.
3. To identify and discuss ten essential "truths" that go along with being a professional recruiter.
4. To have the participants discuss some of the ways they build on their successes and stay motivated to be productive.

Lesson Outline:

1. Identify and discuss the cornerstone of a successful recruiter – It's Personal Accountability. Top recruiters hold themselves responsible for making their recruiting goals. They don't place blame on anyone else for not succeeding.
2. Identify and discuss the five common traits of top performing recruiters.
  - a. They have strong knowledge of the Air Force Reserve recruiting opportunity and can apply it toward helping their applicants.
  - b. They have strong selling skills and can ask the right questions.
  - c. They have the capacity to be optimistic, resilient and competitive in the face of any obstacle.
  - d. They have physical stamina to work long and hard.
  - e. They enjoy being a recruiter and are fueled by the rewards the career field provides.
3. Identify and discuss ten essential "truths" that go along with being a professional recruiter.
  - a. Success is progressive and gradual – Success won't happen overnight; you must build your recruiting success over time.
  - b. Life isn't fair – No two recruiting territories are the same; make the best of what you have.
  - c. Self-discipline is the universal differentiator between highly successful and marginal recruiters – Top recruiters stay on task and don't need outside pushes from their supervisors.
  - d. Successful recruiters have unique and in-depth wisdom about their areas of endeavor that others don't have – Top recruiters are willing to study, learn and master the skills that keep them ahead of the competition.
  - e. Potential is not to be saved, it is to be used – Potential is a renewable source; access it, use it and go back for more.
  - f. No one will ever be any more successful than they see themselves as being – You have to maintain a positive self-image and not let negative words cause you damage.
  - g. Success is more about listening than about talking – You'll be much more successful if you focus your interest on other people and their ideas, philosophies and points of view.
  - h. Don't major in minors or confuse activity with results – Be sure you are busy doing the right things at the right time by focusing on the activities that will bring you the most success.
  - i. Successful recruiters master their emotions, instead of allowing their emotions to master them – Learn to move past difficulties, problems or obstacles and not allow them to derail your goals.
  - j. Successful people have heroes – Find someone you admire and model their behavior. Also, become a mentor to someone else.
4. Using the Sales Success Worksheet and the discussion questions on page two of the Manager's Meeting Guide, conduct a guided discussion about the ways the participants build on their successes and stay motivated to be productive.

LAST NAME - FIRST NAME - MIDDLE INITIAL