

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

Date of Training: _____

Lesson Category: Setting and Making Appointments

Lesson Title: How to Effectively Engage Your Lead or Applicant (Page 1 of 2 pages)

Student Materials/Activities:

1. Students were instructed to listen to the audio "How to Effectively Engage Your Lead or Applicant."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss the four things you want to allow happen when you first engage your lead or applicant face-to-face.
2. To identify and discuss what a recruiter can do to build trust quickly.
3. To identify and discuss eight ways to reduce your own level of tension during the sales interview.
4. To identify and discuss three things a recruiter can do to offset the lack of trust that exists when you first engage a lead or applicant.
5. To discuss why recruiters should not initiate unsolicited small talk.
6. To identify and discuss the differences between unsolicited and solicited small talk.
7. To discuss the purpose of a Statement of Intention.
8. To discuss the purpose of a Primary Bonding Statement.
9. To identify and discuss three tips to get your leads or applicants talking.
10. To identify and discuss three tips for getting your leads or applicants involved with what you want to have happen.
11. To have the participants discuss some of their own experiences in the early stages of a sales interview and to practice issuing a Statement of Intention.

Lesson Outline:

1. Identify and discuss the four things you want to allow happen when you first engage your lead or applicant face-to-face.
 - a. Build trust: The belief that you and the Air Force Reserve are credible and will deliver on every promise.
 - b. Build rapport: Matching the pace, tone, behavior and actions of the lead or applicant so they are comfortable and believe you see the world the same way as they do.
 - c. Measure your lead's or applicant's receptivity to seeing you: The degree to which the lead or applicant is willing to answer your questions.
 - d. Allow your lead or applicant to carry on an unsolicited conversation – if they choose to do so: Letting the lead or applicant run with the conversation as opposed to you dominating it.
2. Identify and discuss what a recruiter can do to build trust quickly.
 - a. Position yourself as a person with something important to say.
 - b. Pre-plan correctly so your focus is 100% on the lead or applicant.
3. Identify and discuss eight ways to reduce your own level of tension during the sales interview.
 - a. Understand that your purpose is to help the lead or applicant.
 - b. See yourself as a value resource.
 - c. Believe you are a capable and confident recruiting professional.
 - d. Promise a lot and deliver more – help this person experience the value you offer.
 - e. See what you offer as greater value than the commitment you're asking for.
 - f. See recruiting as an honorable profession.
 - g. Be prepared to end the meeting if the Air Force Reserve is not a good fit for this person.

LAST NAME - FIRST NAME - MIDDLE INITIAL

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Lesson Title: How to Effectively Engage Your Lead or Applicant (Page 2 continued from previous page)

4. Identify and discuss three things a recruiter can do to offset the lack of trust that exists when you first engage a lead or applicant.
 - a. Eliminate potential tension inducers:
 - Poor scheduling
 - Disorganization
 - Poor product knowledge
 - Inferior selling skills
 - b. Look for ways to help your leads or applicants relax:
 - Display a quiet, confident manner
 - Smile
 - c. Be a good guest:
 - Graciously accept any hospitality your host offers
 - Ask where you can hang a jacket
 - Place your briefcase on the floor, not someone's desk
5. Discuss why recruiters should not initiate unsolicited small talk.
 - a. Most people don't like unsolicited small talk.
 - b. It leads to domination of the conversation by the recruiter.
 - c. The conversation is usually irrelevant to the real purpose of the meeting.
6. Identify and discuss the differences between unsolicited and solicited small talk.
 - a. Unsolicited: Initiated by recruiter – don't do it.
 - b. Solicited: Initiated by the lead or applicant – allow them to talk while you show interest.
7. Discuss the purpose of a Statement of Intention.
 - a. Designed to state the reason for your meeting
 - b. It lets the other person know:
 - You just want to meet them
 - You want to ask some questions
 - You want to determine if you can help them
 - You are willing to recommend someone else to help if you can't be of assistance
8. Discuss the purpose of a Primary Bonding Statement.
 - a. People buy what they want, not necessarily what they need.
 - b. It lets the lead or applicant know you are going to help them get what they want.
9. Identify and discuss three tips for getting your leads and applicants talking.
 - a. Ask questions to get them talking about themselves.
 - b. Listen to what they say.
 - c. Show genuine interest by feeding what they say back to them.
10. Identify and discuss three tips for getting your leads or applicants involved with what you want to have happen.
 - a. Get to the point of your visit quickly – Your leads and applicants are asking themselves:
 - Who are you?
 - Whom do you represent?
 - What do you want?
 - What will I get out of this whole thing?
 - What's it going to cost me?
 - b. Avoid being abrupt – Move smoothly into "sales" talk.
 - c. Make it totally natural – Let the interview flow smoothly from the rapport you've built.
11. 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 experiences in the early stages of sales interviews and to practice issuing a Statement of Intention.

LAST NAME - FIRST NAME - MIDDLE INITIAL