

# MANAGER'S MEETING GUIDE

## BUILDING AND SUSTAINING MOMENTUM

### 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 "Building and Sustaining Momentum."</p>
<p>3. Key coaching points for this week's sales meeting:</p>	<ul style="list-style-type: none"><li>• The cornerstone of a successful recruiter is personal accountability.</li><li>• Five common traits of top performing recruiters:<ol style="list-style-type: none"><li>1. Strong knowledge of <b>Air Force Reserve</b> recruiting opportunity and can apply it</li><li>2. Strong selling skills</li><li>3. Optimistic, resilient and competitive</li><li>4. Physical stamina</li><li>5. Enjoy being a recruiter</li></ol></li><li>• Ten essential "truths" of being a successful recruiter:<ol style="list-style-type: none"><li>1. Success is progressive and gradual.</li><li>2. Life isn't fair.</li><li>3. Self-discipline is the differentiator.</li><li>4. Unique in-depth wisdom about your areas of endeavor that others don't have.</li><li>5. Potential is not to be saved, it is to be used.</li><li>6. No one will ever be more successful than they see themselves being.</li><li>7. Success is more about listening than talking.</li><li>8. Don't major in minors or confuse activity with results.</li><li>9. Master your emotions, instead of allowing your emotions to master you.</li><li>10. Successful people have heroes.</li></ol></li></ul>
<p>4. Get ready for the 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>

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## Topics for Discussion/Action at Your Training Meeting on “Building and Sustaining Momentum”

- Do you believe success breeds motivation or motivation breeds success? Explain your answer.
- Why is personal accountability so important to becoming a successful recruiter?
- Have you ever blamed an applicant or an **Air Force Reserve** staff agency or policy for failing to gain an accession? Looking back, what, if anything, could you have done differently with the applicant?
- Which traits of top performing **Air Force Reserve** recruiters do you think you possess? Give some examples of how you have used those traits.
- Which of the ten essential success truths do you believe are most important?
- Describe someone who has been a hero or mentor to you in your recruiting career. What have they done to earn that title?

# SALES SUCCESS WORKSHEET

## BUILDING AND SUSTAINING MOMENTUM

I listened to *“Building and Sustaining Momentum.”*

- Do you believe success breeds motivation, or motivation breeds success? Explain your answer.

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- Have you ever blamed an applicant or an Air Force Reserve staff agency or policy for failing to gain an accession? Looking back, what, if anything, could you have done differently with the applicant?

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- Which one of the five common traits of top performing recruiters is your strongest? Why do you say that?

Number: \_\_\_\_\_

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- Which one of the five common traits of top performing recruiters is your weakest? How can you go about strengthening that trait?

Number: \_\_\_\_\_

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- Which three of the ten success “truths” do you agree with the most? Why?

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Number: \_\_\_\_\_

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Number: \_\_\_\_\_

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