

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

Date of Training: _____

Lesson Category: Prospecting

Lesson Title: Prospecting Parthenons and Power Prospecting Tools (Recruiter Version) (Page 1 of 2 pages)

Student Materials/Activities:

1. Students were instructed to listen to the audio “Prospecting Parthenons and Power Prospecting Tools.”
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To review the five characteristics of a qualified applicant.
2. To review the nine target segments recruiters can recruit into.
3. To review and discuss how to build a “Prospecting Parthenon.”
4. To discuss the probability of success when dealing with different types of applicants.
5. To identify and discuss the use and value of the Power Prospecting Tools.
6. To have the participants present and explain a Prospecting Parthenon they are currently using to recruit into one of their target segments.
7. To have the participants discuss some of the lessons they’ve learned while prospecting.

Lesson Outline:

1. Review the five characteristics of a qualified applicant.
 - a. They have a need and are aware of it.
 - b. They have the authority to make the decision and the ability to qualify for the Air National Guard opportunity.
 - c. They have a relative sense of urgency about the decision.
 - d. You have or can develop trust with the applicant.
 - e. The applicant will listen to you.
2. Review the nine target segments recruiters can recruit into.
 - a. Non-prior service officers
 - b. Non-prior service enlisted
 - c. Prior-service officer from another branch of service
 - d. Prior-service enlisted from another branch of service
 - e. Prior-service Air Force officer
 - f. Prior-service Air Force enlisted
 - g. Prior-service Air Force health professional
 - h. Prior-service health professional from another branch of service
 - i. Non-prior service health professional
3. Review and discuss how to build a “Prospecting Parthenon.”
 - a. Draw a Parthenon building with five to eight pillars to hold up the roof.
 - b. Determine the target segment you want to recruit into and write it on the roof of the Parthenon.
 - c. On each of the pillars, write in a strategy you will use to prospect into that target segment.
 - d. Below each pillar, list the specific actions you will have to complete to make that strategy work.
4. Discuss the probability of success when dealing with different types of applicants.
 - a. The “one-in-two’s”: Applicants with good separation codes (qualified) who are coming directly from active duty or who are currently drilling with another Guard or Reserve component. They have “bought” a military commitment at least once and are still “using” it.
 - b. The “one-in-four’s”: Applicants with a break in service. At one time they were qualified and “bought” a military commitment, but left the service for personal reasons. They may or may not be a member of the Individual Ready Reserve.
 - c. The “one-in-fourteen’s”: Applicants who have never been in the military before. They have the highest dropout rate from your prospecting funnel because they may not qualify physically, mentally or morally. Furthermore, since they have never “bought” a military commitment before, fear of the unknown may drive them away. Also, they are more likely to be shopping around and comparing you against your competition.

LAST NAME - FIRST NAME - MIDDLE INITIAL

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

Lesson Title: Prospecting Parthenons and Power Prospecting Tools (Recruiter Version) (Page 2 continued from previous page)

5. Identify and discuss the use and value of the Power Prospecting Tools.
 - a. "Who" questions help identify the leads and applicants you want to work.
 - b. "What" questions empower you to have greater impact by helping you focus on your best leads and applicants.
 - c. "When" questions are all about timing. They help you strike a balance of when you are at your selling best and your applicants are available to meet.
 - d. "Where" questions help you turn up leads by exploring new locations of people who meet the Air National Guard entry requirements.
 - e. "Why" questions help prioritize your time expenditure as you determine the process your leads and applicants use to move closer toward making a commitment.
 - f. "How" questions are crucial to prospecting success because many of their answers will evolve from the who, what, when, where and why questions.

6. Using the Sales Success Worksheet, the participants were asked to present and explain a Prospecting Parthenon they are currently using to recruit into one of their target segments.

7. Using the discussion questions on page 2 of the Manager's Meeting Guide, the participants were asked to discuss some of the lessons they have learned while prospecting.

LAST NAME - FIRST NAME - MIDDLE INITIAL