

**Summary Report for Individual Task
805B-79T-3210
Conduct Face To Face Prospecting
Status: Approved**

Distribution Restriction: Approved for public release; distribution is unlimited.

Destruction Notice: None

Foreign Disclosure: FD1 - The materials contained in this course have been reviewed by the course developers in coordination with the RRS, Fort Jackson foreign disclosure authority. This course is releasable to students from all requesting foreign countries without restrictions.

Condition: You have scheduled face to face prospecting in your planning tool. You have access to reference materials, Strength Maintenance Marketing materials, personalized office supplies, Recruiter Work Station, and leadership guidance. This task should not be trained in MOPP 4.

Standard: Conduct Face To Face prospecting in a targeted area by developing a plan on action; contacting predetermined leads; exploring and uncovering motivators and needs of lead; provide benefits and features of the ARNG; gather contact information; and close the conversation by asking for an appointment, if not obtained ask for a referral.

Special Condition: None

Safety Risk: Low

MOPP 4: Never

Task Statements

Cue: None

DANGER
None

WARNING
None

CAUTION
None

Remarks: None

Notes: None

Performance Steps

1. Prepare for face to face prospecting.
 - a. Identify target areas to conduct prospecting that will minimize travel time/distance between stops and allow for the integration of other recruiting activities.
 - b. Identify leads for contact and group them by school, neighborhood, or geographical location.
 - c. Formulate script based on situation and purpose.
 - d. Ensure that you are in appropriate uniform.
 - e. Conduct mental assessment to ensure that you are in a positive frame of mind.
2. Prepare an opening statement that demonstrates appropriate body language, generates interest, and build rapport.
 - a. Introduce yourself and identify you are with the ARNG.
 - b. Establish rapport.
3. Explore and discover needs and interests of contact.
 - a. Utilize TEAMS (training, education, adventure, money, and service) to identify a significant motivator to generate interest in an ARNG opportunity.
 - b. Ask open-ended fact-finding questions, which will require the lead to provide feedback.
 - c. Demonstrate interest in the lead's plans, interests, motivators, and provide positive feedback.
4. Deliver an appropriate feature to meet the needs and interests of the contact.
 - a. Emphasize one or more features of the ARNG that will appropriately fit the motivators of the lead.
 - b. Demonstrate how appropriate feature will personally benefit the lead.
5. Close by asking for an appointment.
 - a. Focus on immediately setting an appointment.
 - b. Use techniques that will have the lead confirm and commit to an appointment.
 - c. Provide a date, time, and location for the appointment.
 - d. Gather information for confirmation follow up on the appointment.
6. Handle any concerns or objections that occur.
 - a. Expose what the source of the objection may be.
 - b. Offer solutions that meet the objection directly and resolve the objection indirectly.
 - c. Handle the objection with a positive attitude.

d. Close the conversation by setting an appointment, with date, time, and location.

e. If lead still refuses an appointment, request their email address/telephone number so you can follow up at a later time.

7. Pre-qualify prospect using APPLE/MD if time and distance to the appointment are excessive.

8. Solicit referrals and gather blueprint information on other potential leads by asking the prospect, "Who do you know....."

a. That might be interested in ARNG service.

b. In a particular teacher's class studying traditional pre-college course subject(s).

c. That plans to pursue a vocational technical course of study.

d. In search of employment.

e. That signed up for enrollment at a junior/community college because of financial limitations, but is academically ready for college or university-level course work.

9. Conduct aggressive follow up activities.

a. Make repeated attempts to re-contact prospects that warrant follow-up.

b. Conduct follow-up calls when the prospect is most likely to be at home (review the contact history with the lead).

c. Ensure that Recruiter Zone is updated with contact history to confirm that everyone in the lead and prospect list has been contacted.

(Asterisks indicates a leader performance step.)

Evaluation Guidance: Score "GO" if Soldier correctly performs all performance measures. Score "NO GO" if Soldier incorrectly performs one or more performance measure. Provide on-the-spot correction should the Soldier experience minor difficulty. Consider directing self-study or on-the-job-training for Soldiers who experience major difficulties in task performance.

Evaluation Preparation: This task may be evaluated by two methods; a. Self Evaluation. Perform the task on the job using the materials listed in the Conditions Statement. Evaluate yourself, using the performance measures, graded IAW the Evaluation Guidance section. b. Supervisor's Evaluation. Ensure that the Soldier(s) have the material shown in the Condition Statement to accomplish the task. When you feel they are able, have them perform the task on the job. Grade them using the Performance Measures, in accordance with the Evaluation Guidance section.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Prepared for face to face prospecting.			
a. Identified target areas to conduct prospecting that will minimize travel time/distance between stops and allow for the integration of other recruiting activities.			
b. Identified leads for contact and group them by school, neighborhood, or geographical location.			
c. Formulated script based on situation and purpose.			
d. Ensured that you are in appropriate uniform.			
e. Conducted mental assessment to ensure that you are in a positive frame of mind.			
2. Prepared an opening statement that demonstrates appropriate body language, generates interest, and builds rapport.			
a. Introduced yourself and identify you are with the ARNG.			
b. Established rapport.			
3. Explored and covered needs and interest of contact.			
a. During the conversation, examined all the areas of TEAMS (training, education, adventure, money, and service) and identify a significant motivator to generate interest in an ARNG opportunity.			
b. Ensured to ask open-ended fact finding questions, which will require the lead to provide feedback.			
c. Demonstrated effectively interest in the lead's plans, interests, motivators, and provide positive feedback.			
4. Delivered an appropriate feature or benefit to meet the need and interest of contact.			
a. Emphasized one or more features of the ARNG of enlistment that will appropriately fit the motivators of the lead.			
b. Produced examples that will directly put the lead in the picture of meeting their goals by using an ARNG enlistment opportunity.			
5. Closed by asking for an appointment.			
a. Focused on immediately setting an appointment.			
b. Used techniques that will have the lead confirm and commit to an appointment.			
c. Provided a date, time, and location for the appointment.			
d. Gathered information for confirmation follow up on the appointment.			
6. Handled any objections that occur.			
a. Exposed what the source of the objection may be.			
b. Offered solutions that meet the objection directly and resolve the objection indirectly.			
c. Handled the objection with a positive attitude.			
d. Closed the conversation by setting an appointment, with date, time, and location.			
e. If lead still refuses an appointment, requested their email address so you can follow up at a later time.			
7. Pre-qualified prospect if time and distance to the appointment are required.			
8. Solicited referrals and gather blueprint information on other potential leads by asking the prospect, "Who do you know...."			
a. That might be interested in ARNG service.			
b. In a particular teacher's class studying traditional pre-college course subject(s).			
c. That plans to pursue a vocational technical course of study.			
d. In search of employment.			
e. That signed up for enrollment at a junior/community college because of financial limitations, but is academically ready for college or university-level course work.			
9. Conducted aggressive follow up activities.			

a. Made repeated attempts to recontact prospects that warrant follow-up.			
b. Conducted follow-up calls when the prospect is most likely to be at home (review the contact history with the lead).			
c. Ensured that Recruiter Zone is updated with contact history to confirm that everyone in the lead and prospect list has been contacted.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

Safety: In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination.

Prerequisite Individual Tasks : None

Supporting Individual Tasks : None

Supported Individual Tasks : None

Supported Collective Tasks : None

ICTL Data :

ICTL Title	Personnel Type	MOS Data
79T-ARNG Recruiting and Retention-SL3	Enlisted	MOS: 79T, Skill Level: SL3, ASI: V7, Duty Pos: REA, SQI: 4