

Summary Report for Individual Task  
805K-79R-3302  
Conduct Prospecting Activities(Chaplain)  
Status: Approved

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

**Destruction Notice:** None

**Foreign Disclosure: FD5** - This product/publication has been reviewed by the product developers in coordination with the Fort Knox, KY 40121 foreign disclosure authority. This product is releasable to students from all requesting foreign countries without restrictions.

**Condition:** Your recruiting operation plan (ROP) indicates you must perform prospecting activities in the working and student markets. You have access to a UM 3-01, recruiter workstation (RWS), Internet, electronic school folders, Recruiter Zone (RZ), list of seminars, and your recruiter operations plan. This task should not be trained in MOPP 4.

**Standard:** Conduct prospecting activities to obtain a qualified appointment and expand markets of opportunity IAW USAREC REG 601-108, USAREC Form 601-108.1, and DA Form 61.

**Special Condition:** None

**Safety Risk:** Low

**MOPP 4:** Never

<b>Task Statements</b>
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**Cue:** None

<b>DANGER</b>
None

<b>WARNING</b>
None

<b>CAUTION</b>
None

**Remarks:** None

**Notes:** All required references can be accessed at the following link:  
<https://sites.google.com/a/goarmy.com/publications-library/home>.

## Performance Steps

1. Conduct Chaplain prospecting using one of the proven techniques.
  - a. Telephone Prospecting.
  - b. Face To Face Prospecting.
  - c. Virtual Prospecting.
  - d. Lead Generation Activities.
2. Conduct Chaplain Telephone prospecting.
  - a. Develop pre-prospecting plan.
    - (1) Develop a pre-call plan that consists of qualified leads and blueprint information (if available).
      - (a) Prepare an opening introduction statement.
      - (b) Prepare an appropriate Chaplain message that targets the leads to be called.
      - (c) Prepare a closing statement for optimum chances of obtaining an appointment.
    - (2) Prioritize leads by known interest, target correct market at the correct time based on annual mission requirements.
  - b. Build trust and credibility.
    - (1) Identify yourself self as a Chaplain recruiter.
    - (2) State the reason for contact.
    - (3) Attempt to gather some type of blueprint information or confirm blueprint information from initial contact.
    - (4) Create interest in a specific Chaplain program.
    - (5) Handle all difficult calls in a professional manner.
    - (6) Establish your role as a Chaplain counselor.
  - c. Identify the prospect's goals/passion.
    - (1) Determine career goals or confirm goals based on blueprint information.
    - (2) Discuss prospects plans to achieve goals.
    - (3) Display a genuine interest in the Chaplain professional's plans and provides positive feedback and guidance.
  - d. Identify facts and eliminate assumptions.
    - (1) Uncover any assumptions or misunderstandings the prospect may have.

(2) Resolve any misunderstandings or assumptions with facts.

(3) Ensure the prospect is satisfied with your explanation.

(4) Use a Subject Matter Expert (SME) or peer to clear any professional misunderstandings. (If necessary.)

e. Present appropriate Chaplain programs and options that match their goals/passions.

f. Determine qualifications of prospect:

(1) Physical qualifications.

(2) Moral qualifications.

(3) Professional qualifications (e.g., education, ordination).

(4) Determine prior service qualifications if necessary.

g. Ask for the appointment.

(1) Determine individual's concerns that would prevent him/her from making an appointment.

(2) Overcome obstacles using problem-solving techniques found in ADP 6-22.

(3) Ask the prospect when would be the best time, date and location to meet for an interview.

(4) Avoid becoming confrontational and begging for the appointment.

(5) Confirm best time, date and location for the interview.

(6) Provide individual with directions (if needed), telephone numbers of Chaplain recruiter and Chaplain recruiting center.

(7) Ask prospect for referral.

h. Document in Recruiter Zone (RZ).

3. Conduct Chaplain face-to-face prospecting.

a. Develop prospecting plan.

(1) Direct prospecting plan based on mission requirements.

(2) Divide colleges, and seminaries into sectors in order to minimize travel time/distance between stops and allow for the seamless integration of other activities.

(3) Dress as a professional.

b. Conduct area canvassing.

(1) Visit key personnel.

- (2) Establish trust and credibility.
- (3) Obtain lists.
- (4) Schedule and/or confirm future presentations.
- (5) Develop COI/VIP's.
- (6) Post area with appropriate Chaplain literature.

c. Conduct lead generation activities in an attempt to obtain appointments.

Note: Establish a pattern of regularly scheduled visits.

(1) Visit common areas where potential Chaplain applicants gather (e.g., Student unions, financial aid office, residency mailbox area, admissions office).

- (2) Establish trust and credibility.
- (3) Identify goals and passions.
- (4) Identify facts and assumptions.
- (5) Present FACTS.
- (6) Ask for the appointment.
- (7) Overcome obstacles using problem-solving techniques found in ADP 6-22.
- (8) Ask for referrals.

d. Document results in recruiter zone

4. Conduct Chaplain internet prospecting.

a. Develop an e-mail pre-prospecting plan.

- (1) Professional organization Web sites (convention/conference schedules).
- (2) Find-a-Chaplain professional Web sites.
- (3) Colleges (ROTC and Seminary feeder schools).
- (4) Seminaries.
- (5) Student clubs, state associations, and other Chaplain associations.
- (6) County, state and federal government sites.
- (7) Map and locator sites.

(8) Student lists and e-mail addresses (Seminaries).

(9) Other Chaplain related sites.

(10) Develop a series of attention grabbing responses to typical inquiries about Army Chaplain Department.

(11) Access institutional and organizational electronic calendars to attend major events.

b. Send mass e-mail to potential prospects based on lists (RZ generated lists) with specific area of concentration (AOC) information.

c. Generate appointment from e-mail inquiries.

(1) Contact the lead immediately and determine eligibility (if possible).

(2) Send the prospect or lead specific AOC information.

(3) Follow-up on previous contacts and e-mail inquiries.

(4) Add eligible leads/prospects to RZ.

d. Request from your local advertising and public affairs (A&PA) representative a chaplain.goarmy.com link or other approved marketing information get placed on the university or college web sites and any Chaplain professional organization's web site within the station's recruiting zone.

Note: Be sure that link is specific and takes user to a page tailored to the target audience such as <http://chaplain.goarmy.com/sixcorps/mcorps/benefits.htm> for on, Loan Repayment Program, and Bonuses.

5. Conduct Chaplain lead generating activities.

a. Prepare for lead generation activities:

(1) Identify individuals in a position to influence the prime target market (TPU Cdrs, TPU members, retention personnel, association directors, department heads, financial aid departments directors, COI's, sister service POC, county, state and federal agencies and other community COI's, etc.).

(2) Acquire a list of professional association members via commercial purchase (or gratis); from the Internet or other sources.

(3) Become active in Chaplain professional associations (e.g., Association of Professional Chaplains).

(4) Develop a follow-up plan.

(5) Blueprint COI/VIP determining the following:

(a) Number of people the COI/VIP interacts with regularly that are within the mission market.

(b) Whether the COI/VIP has prior military experience.

(c) Whether the COI/VIP has assisted the Army previously.

(d) Any affiliations the COI/VIP may have within the Chaplain.

(e) What services the Army might provide the COI/VIP's organization to develop a partnership.

(f) Personal information to establish trust and credibility (education level, business/ position, family make-up, hobbies, club memberships).

b. Execute an individual Chaplain lead generation plan.

(1) Establish trust and credibility by:

(a) Using blueprint information (or the situation).

(b) Engaging in a conversation that leads to solicitation of a referral.

(c) Discussing changes to programs and options.

(2) Ask for permission to use their name when contacting referred leads, obtain referred lead's address, phone number, and or e-mail address.

(3) Solicit the participation of Active Duty Operational Support (ADOS) or subject matter expert (SME) when conducting lead generation activities.

(4) Request attendance to COI/VIP Chaplain funded functions when applicable.

(5) Visit NPS units at all levels (station, company and battalion), TPU units and local ROTC programs to request presentation time.

(6) Solicit referrals from Chaplain Candidate members.

c. Document results of lead generation activities in the RZ calendar.

(Asterisks indicates a leader performance step.)

**Evaluation Guidance:** Score the Soldier GO if all performance measures are passed (P). Score the Soldier NO GO if any performance measure is failed (F). If the Soldier scores NO GO, show the Soldier what was done wrong and how to do it correctly.

**Evaluation Preparation:** This task may be evaluated by using the evaluation guide and/or administering the performance test Evaluation Guide. If the task is performed on the job, use the materials listed in the CONDITIONS statement above. This task can be evaluated by using the evaluation guide.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Conducted Chaplain prospecting using one of the proven techniques.			
a. Telephone Prospecting.			
b. Face To Face Prospecting.			
c. Virtual Prospecting.			
d. Lead Generation Activities. Note: This task should be evaluated based on the technique being employed. There are 4 techniques listed at each step below. Evaluate them individually.			
2. Conducted Chaplain Telephone prospecting.			
a. Developed pre-prospecting plan.			
(1) Developed a pre-call plan that consisted of qualified leads and blueprint information (if available).			
(a) Prepared an opening introduction statement.			
(b) Prepared an appropriate Chaplain message that targeted the leads to be called.			
(c) Prepared a closing statement for optimum chances of obtaining an appointment.			
(2) Prioritized leads by known interest, targeted correct market at the correct time based on annual mission requirements.			
b. Built trust and credibility.			
(1) Identified yourself as a Chaplain recruiter.			
(2) Stated the reason for contact.			
(3) Attempted to gather some type of blueprint information or confirm blueprint information from initial contact.			
(4) Created interest in a specific Chaplain program.			
(5) Handled all difficult calls in a professional manner.			
(6) Established your role as a Chaplain counselor.			
c. Identified the prospect's goals/passion.			
(1) Determined career goals or confirmed goals based on blueprint information.			
(2) Discussed prospects plans to achieve goals.			
(3) Displayed a genuine interest in the Chaplain professional's plans and provided positive feedback and guidance.			
d. Identified facts and eliminated assumptions.			
(1) Uncovered any assumptions or misunderstandings the prospect may have.			
(2) Resolved any misunderstandings or assumptions with facts.			
(3) Ensured the prospect was satisfied with your explanation.			
(4) Used a Subject Matter Expert (SME) or peer to clear any professional misunderstandings. (If necessary)			
e. Presented appropriate Chaplain programs and options that matched their goals/passions.			
f. Determined qualifications of prospect:			
(1) Physical qualifications.			
(2) Moral qualifications.			
(3) Professional qualifications (e.g., education, ordination).			
(4) Determined prior service qualifications if necessary.			
g. Asked for the appointment.			
(1) Determined individual's concerns that would prevent him/her from making an appointment.			
(2) Overcame obstacles using problem-solving techniques found in ADP 6-22.			
(3) Asked the prospect when would be the best time, date and location to meet for an interview.			
(4) Avoided becoming confrontational and begging for the appointment.			
(5) Confirmed best time, date and location for the interview.			

(6) Provided individual with directions (if needed), telephone numbers of Chaplain recruiter and Chaplain recruiting center.			
(7) Asked prospect for referral.			
h. Documented in Recruiter Zone (RZ).			
3. Conducted Chaplain face-to-face prospecting.			
a. Developed prospecting plan.			
(1) Directed prospecting plan based on mission requirements.			
(2) Divided colleges, and seminaries into sectors in order to minimize travel time/distance between stops and allowed for the seamless integration of other activities.			
(3) Dressed as a professional.			
b. Conducted area canvassing.			
(1) Visited key personnel.			
(2) Established trust and credibility.			
(3) Obtained lists.			
(4) Scheduled and/or confirmed future presentations.			
(5) Developed COI/VIP's.			
(6) Posted area with appropriate Chaplain literature.			
c. Conduct lead generation activities in an attempt to obtain appointments.			
(1) Visited common areas where potential Chaplain applicants gather (e.g., Student unions, financial aid office, residency mailbox area, admissions office).			
(2) Established trust and credibility.			
(3) Identified goals and passions.			
(4) Identified facts and assumptions.			
(5) Presented FACTS.			
(6) Asked for the appointment.			
(7) Overcame obstacles using problem-solving techniques found in ADP 6-22.			
(8) Asked for referrals.			
d. Documented results in recruiter zone.			
4. Conducted Chaplain internet prospecting.			
a. Developed an e-mail pre-prospecting plan.			
(1) Professional organization Web sites (convention/conference schedules).			
(2) Find-a-Chaplain-professional Web sites.			
(3) Colleges (ROTC and Seminary feeder schools).			
(4) Seminaries.			
(5) Student clubs, state associations, and other Chaplain associations.			
(6) County, state and federal government sites.			
(7) Map and locator sites.			
(8) Student lists and e-mail addresses (Seminaries).			
(9) Other Chaplain related sites.			
(10) Developed a series of attention grabbing responses to typical inquiries about Army Chaplain Department.			
(11) Accessed institutional and organizational electronic calendars to attend major events.			
b. Sent mass e-mail to potential prospects based on lists (RZ generated lists) with specific area of concentration (AOC) information.			
c. Generated appointment from e-mail inquiries.			
(1) Contacted the lead immediately and determine eligibility (if possible).			
(2) Sent the prospect or lead specific AOC information.			
(3) Followed-up on previous contacts and e-mail inquiries.			
(4) Added eligible leads/prospects to RZ.			

d. Requested from your local advertising and public affairs (A&PA) representative a chaplain.goarmy.com link or other approved marketing information get placed on the university or college web sites and any Chaplain professional organization's web site within the station's recruiting zone.			
5. Conducted Chaplain lead generating activities.			
a. Prepared for lead generation activities:			
(1) Identified individuals in a position to influence the prime target market (TPU Cdrs, TPU members, retention personnel, association directors, department heads, financial aid departments directors, COI's, sister service POC, county, state and federal agencies and other community COI's, etc.).			
(2) Acquired a list of professional association members via commercial purchase (or gratis); from the Internet or other sources.			
(3) Became active in Chaplain professional associations (e.g., Association of Professional Chaplains).			
(4) Developed a follow-up plan.			
(5) Blueprint COI/VIP determined the following:			
(a) Number of people the COI/VIP interacted with regularly that are within the mission market.			
(b) Whether the COI/VIP had prior military experience.			
(c) Whether the COI/VIP had assisted the Army previously.			
(d) Any affiliations the COI/VIP may have had with the Chaplain.			
(e) What services the Army might provide the COI/VIP's organization to develop a partnership.			
(f) Personal information that established trust and credibility (education level, business/ position, family make-up, hobbies, club memberships).			
b. Executed an individual Chaplain lead generation plan.			
(1) Established trust and credibility by:			
(a) Using blueprint information (or the situation).			
(b) Engaged in a conversation that led to solicitation of a referral.			
(c) Discussed changes to programs and options.			
(2) Asked for permission to use their name when contacting referred leads, obtained referred lead's address, phone number, and or e-mail address.			
(3) Solicited the participation of Active Duty Operational Support (ADOS) or subject matter expert (SME) when conducting lead generation activities.			
(4) Requested attendance to COI/VIP Chaplain funded functions when applicable.			
(5) Visited NPS units at all levels (station, company and battalion), TPU units and local ROTC programs to request presentation time.			
(6) Solicited referrals from Chaplain Candidate members.			
c. Documented results of lead generation activities in the RZ calendar.			

**Supporting Reference(s):**

Step Number	Reference ID	Reference Name	Required	Primary
	ADP 6-22	Army Leadership	Yes	No
	USAREC MANUAL 3-0	Recruiting Operations	Yes	Yes
	USAREC MANUAL 3-01	The Recruiter Handbook	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.

**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. "Everyone is responsible for safety. A thorough risk assessment must be completed prior to every mission or operation."

**Prerequisite Individual Tasks :** None

**Supporting Individual Tasks :** None

**Supported Individual Tasks :** None

**Supported Collective Tasks :** None