

**Summary Report for Individual Task  
805B-79T-5109  
Evaluate RRNCO Prospecting Activities  
Status: Approved**

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**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 are required to evaluate the RRNCOs planning, preparation, and ability in telephone prospecting, internet prospecting, and Area Canvassing (Face to Face Prospecting) for their assigned areas. You have full access to Recruiter Work Station , telephone, the internet, all ARNG promotional materials, regulatory guidance, leaders guidance, and office supplies. Standard MOPP 4 conditions do not exist for this task. See the MOPP 4 statement for specific conditions.

**Standard:** Evaluate RRNCO Prospecting Activities utilizing telephone, internet, and area canvassing (Face to Face Prospecting). Evaluate RRNCO on:

- a. Perform planning and preparation
- b. Evaluate a pre-call plan that consists of qualified leads and background information
- c. Demonstrate comments, spontaneity, and rapport gaining techniques
- d. Determine needs and interests using open-ended fact-finding questions
- e. Prequalifying to uncover possible moral and medical disqualifications using APPLE-MDT
- f. Delivering an appropriate sales message to obtain an appointment with a prospect using telephone techniques
- g. Assessing that RRNCO solicits referrals and gathers background information on leads
- h. Make an appointment using the Internet
- i. Increase awareness on [www.nationalguard.com](http://www.nationalguard.com)
- j. Increase awareness to web-based applications such as Recruiter Zone to increase contract production
- k. Conduct Face To Face prospecting in a targeted area by developing a plan of action
- l. Contact predetermined leads
- m. Explore and uncovering motivators and needs of lead utilizing CCS
- n. Provide benefits and features of the ARNG
- o. Gather contact information and close the conversation by asking for an appointment, if not obtained ask for a referral
- p. Organizing an Area Canvassing effort (Right Seat Ride)
- q. Determine target location(s) obtain, utilize, and distribute promotional items
- r. Determine canvassing objectives
- s. Conduct market expansion activities.

**Special Condition:** None

**Safety Risk:** Low

**MOPP 4:** N/A

<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:** None

## Performance Steps

1. Analyze planning and preparation for telephone prospecting:
  - a. Evaluate a pre-call plan that consists of qualified leads and background information:
    - (1) Check background information to establish an opening line.
    - (2) Evaluate a sales message that targets the leads to be called.
    - (3) Evaluate a closing statement for optimum chances of getting an appointment.
  - b. Analyze leads by known or suspected information (ASVAB/SASVAB results, background information, or mental categories).
  - c. Consolidate prospects based on mission requirements.
  - d. Monitor enthusiasm and excitement to motivate the prospect.
  - e. Ensure environment is a suitable location that is free from distractions.
2. Ensure environment is a suitable location that is free from distractions:
  - a. Ensure RRNCO identifies self and the Army National Guard.
  - b. Ensure an attempt to build rapport and trust is made.
  - c. Monitor background information gathered.
  - d. Assess a smooth transition determining needs and interests.
3. Ensure needs and interests are obtained using open-ended fact-finding questions IAW Comprehensive Communication Skill (CCS):
  - a. Monitor that the TEAMS is used to uncover the motivator.
  - b. Ensure the value behind the motivator are obtained.
  - c. Ensure a genuine interest in the lead's plans and provide positive feedback and encouragement is expressed.
4. Ensure an appropriate sales message is delivered:
  - a. Assess that one or more features of the ARNG is stressed.
  - b. Ensure the feature that would benefit the lead is stressed and repeat the leads "What" and "Why".
  - c. Manage the RRNCO to avoid over-selling and focus only on selling the appointment.
5. Ensure RRNCO asks for an appointment offering two choices of dates, times, and locations.
6. Ensure concerns are addressed:
  - a. Clarify or confirm the concern.

- b. Ensure the concern is acknowledged.
  - c. Ensure RRNCO answers honestly:
    - (1) Additional information provided or misinformation corrected.
    - (2) Additional information provided or misinformation corrected.
    - (3) Assess that concerns are offset by asking targeted questions to uncover additional motivators and values.
  - d. Ensure two choices of dates, times, and locations are offered.
  - e. Ensure if lead still refuses an appointment, refer to [www.nationalguard.com](http://www.nationalguard.com) and ask for their e-mail address to send them the link.
  - f. Ensure RRNCO asks for a referral.
7. Ensure prospect is prequalified to uncover possible moral and medical disqualifications:
- a. Monitor RRNCO is not losing rapport by becoming unnecessarily invasive, demanding, intimidating, interrogative, etc.
  - b. Ensure RRNCO determines prospect's prequalifying mental, physical, and moral status using APPLE-MDT.
8. Ensure confirmation of the appointment:
- a. Ensure RRNCO instructs prospect to get a pen and paper to capture appointment information.
  - b. Ensure confirmation or verification of prospect's address (get directions).
  - c. Ensure RRNCO gives their name, address, internet contact, and telephone number.
  - d. Ensure confirmation that the prospect has transportation if meeting at RRNCO office.
  - e. Monitor reconfirmation of the date, time, and location of the appointment.
9. Assess that RRNCO solicits referrals and gathers background information on leads.
10. Validate the telephone call is documented in Recruiter Zone.
11. Evaluate RRNCO's Internet pre-prospecting plan:
- a. Identify search results for sites utilizing web browser and search engines:
    - (1) Local home page.
    - (2) Chat rooms.
    - (3) Colleges/vocational/tech schools.

- (4) High schools.
- (5) Social clubs.
- (6) Local chamber of commerce.
- (7) Online phone books.
- (8) City, state and government sites.
- (9) Map and locator sites.
- (10) Resume sites.
- (11) Student lists and email.

b. Confirm the search results are saved in the "bookmarks" folder of the web browser and on a backup disk along with "attention-grabbing" email responses on enlistment options.

c. Approve email "invitations" to be sent to prospects to educate on ARNG programs and current enlistment incentives.

12. Ensure an appropriate email response to all email message traffic is sent, including "New Leads".

13. Ensure that appointments from email sources are generated:

a. Assess that the lead is contacted immediately by phone, if possible.

b. Assess that a dialogue with prospects has been designed to create interest that highlights specific areas of the TEAMS:

14. Ensure that RRNCO attempts to solicit referrals from email sources that:

- a. Are interested in military service.
- b. Are studying traditional pre-college course subjects.
- c. Plan to pursue a vocational technical degree.
- d. Are in search of employment.
- e. Enrolled in a junior/community college.

15. Assess that [www.nationalguard.com](http://www.nationalguard.com) is placed on other web sites within the RRNCO's area of operation such as:

- a. Colleges, technical colleges, and universities:
  - (1) Career placement office.
  - (2) Financial aid.
  - (3) Student services.

(4) ROTC.

(5) VA.

(6) Department web pages.

b. High schools:

(1) Guidance counselor's office.

(2) Computer lab.

(3) Library.

c. Clubs and auxiliaries (Boys and Girls Club, YMCA, etc.).

d. Employment agencies:

(1) State employment agencies.

(2) Federal employment agencies.

(3) Local job banks.

(4) Online sites.

e. Professional organizations.

f. Local chamber of commerce.

16. Ensure RRNCO prospects using online resumes:

a. Accesses sites with online resumes.

b. Annotates blueprint information on prospect.

c. Annotates email address on RWS.

d. Determines best sales message and send appropriate email.

17. Ensure RRNCO prospects using Internet chat rooms:

a. Determines high traffic times.

b. Reference ARNG options while chatting.

c. Creates interest in ARNG options.

d. Reference [www.nationalguard.com](http://www.nationalguard.com)

e. Asks for name, phone number, and address (to include email).

18. Analyze RRNCO's detailed canvassing strategy:

a. Evaluate RRNCO's strategy to synchronize area canvassing operations with other recruiting activities to ensure productive and unproductive areas are identified.

b. Review information that reflects the areas historically popular enlistment options.

c. Ensure recruiting publicity items (RPI) highlight and reinforce the area's popular enlistment options and the ARNG branding.

d. Identify service industry hiring practices, wages, turnover, employee profiles, shift schedules, and volume of employment by type of business for each of the previously identified zones.

e. Review detailed travel route through previously identified zones to maximize ARNG visibility and contacts with potential prospects, COI, and VIP's.

f. Ensure leads for contact are grouped by school, neighborhood, or geographical location.

g. Analyze and rehearse scripts based on situation and purpose.

h. Ensured that RRNCO is in appropriate uniform.

i. Assess RRNCO's attitude or frame of mind.

19. Escort an organized canvassing effort (right seat ride):

a. Ensure appropriate posters are placed in high visibility areas:

(1) Ensure appropriate posters are placed in high visibility areas.

(2) Check posters periodically for condition and replace when necessary, or when new information indicates that a change in advertisement may produce better results.

b. Ensure high visibility areas are stocked with RPIs that advertise the area's popular enlistment option:

(1) Document RPI type, quantity placed, location, and date.

(2) Ensure RPI racks are stocked frequently to determine use (brochures) and replenish with new or different types as necessary.

(3) Advise the RRNCO to use small "take one" RPI instead of larger "brochure" type. The smaller RPI stimulate curiosity and generate call-in/walk-ins to recruiters.

c. Ensure the RRNCO tells the ARNG story to people of all ages, backgrounds, and occupations to cultivate new leads:

(1) Obtain name, address, and phone number to follow up for possible commitment to an ARNG interview.

(2) Determined the best time to contact the lead. (could be future prospect, COI, or VIP).

d. Ensure the canvassing effort is structured to include contact with the potentially large volume of service industry employees that work at night.

e. Assess that an established, predictable, same time at the same location, canvassing routine is established to enhance lead generation.

f. Ensure business cards are provided at all appropriate locations and COI/VIP development is established (for example):

(1) School officials.

(2) Local business.

(3) Community clubs, groups, and civic organizations.

(4) Local government offices.

(5) Newspaper companies.

(6) Radio and television stations.

(7) Any other establishments with the potential to influence the market or provide referrals.

20. Ensure an opening statement demonstrates appropriate body language, generates interest, and builds rapport:

a. Ensure the ARNG is identified and RRNCO introduces his/her self.

b. Assess that rapport and trust is established.

21. Assess prospects' needs and interests are uncovered, explored, and discovered:

a. Ensure the TEAMS is utilized to identify a significant motivator to generate interest in an ARNG.

b. Ensure open-ended fact-finding questions are asked, which will require the lead to provide feedback.

c. Ensure the RRNCO demonstrates interest in the lead's plans, interests, motivators, and positive feedback is provided.

22. Ensure an appropriate feature is delivered to meet the needs and interests of the contact:

a. Ensure one or more features of the ARNG is emphasized that will appropriately fit the motivators of the lead.

b. Ensure RRNCO demonstrates how the appropriate feature will personally benefit the lead.

23. Ensure concerns or objections that occur are handled appropriately:

a. Ensure the RRNCO exposes what the source of the objection may be.

b. Assess the RRNCO offers solutions that meet the objection directly and resolves the objection indirectly.

c. Assess RRNCO handles the objection with a positive attitude.

d. Ensure the conversation is closed by setting an appointment, with date, time, and location.

e. Ensure RRNCO requests prospect email address/telephone number so they can follow up at a later time if lead still refuses an appointment.

f. Ensure RRNCO pre-qualifies prospect using APPLE/MDT.

24. Ensure the RRNCO closes by asking for an appointment:

a. Ensure focus is immediately on setting an appointment.

b. Ensure RRNCO uses techniques that will have the lead confirm and commit to an appointment.

c. Ensure RRNCO provides a date, time, and location for the appointment.

d. Assess that information for confirmation is gathered for follow up on the appointment.

25. Ensure RRNCO solicits referrals and gathers information on other potential leads by asking the prospect questions like, "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. 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.

26. Ensure RRNCO conducts aggressive follow up activities:

a. Made 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 OJT 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 to perform the task on the job, have them do it. Grade them, using the Performance Measures, scored IAW the Evaluation Guidance section.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Analyzed telephone prospecting plan.			
2. Ensured lead was contacted by telephone IAW CCS.			
3. Ensured needs and interests are obtained using open-ended fact-finding questions IAW CCS.			
4. Ensured appropriate sales message is delivered IAW CCS.			
5. Ensured RRNCO asks for an appointment offering two choices of dates, times, and locations.			
6. Ensured concerns were addressed IAW CCS.			
7. Ensured prospect was prequalified to uncover possible disqualifications.			
8. Ensured confirmation of the appointment.			
9. Assessed RRNCO solicited referrals and gathered background information.			
10. Validated telephone call was documented in Recruiter Zone.			
11. Ensured RRNCO developed an Internet pre-prospecting plan.			
12. Ensured appropriate email response to email traffic, including "New Leads".			
13. Ensured appointments from email sources were generated.			
14. Ensured referrals were solicited from email sources.			
15. Ensured information placed on nationalguard.com/other web sites.			
16. Evaluated RRNCO prospected using online resumes.			
17. Evaluated prospecting using Internet chat rooms.			
18. Analyzed RRNCO's detailed canvassing strategy.			
19. Escorted an organized canvassing effort (right seat ride).			
20. Ensured an opening statement demonstrated appropriate body language, generated interest, and established rapport.			
21. Assessed prospects needs, interests is uncovered, explored, and discovered.			
22. Ensured an appropriate feature was delivered to meet needs and interests.			
23. Ensured concerns or objections that occurred were handled appropriately.			
24. Ensured the RRNCO closed by asking for an appointment.			
25. Ensured RRNCO solicits referrals and gathers information on other potential leads.			
26. Ensured RRNCO conducted aggressive follow up activities.			

**Supporting Reference(s):**

Step Number	Reference ID	Reference Name	Required	Primary
	AR 25-50	Preparing and Managing Correspondence	Yes	No
	NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
	NGR 601-1	Army National Guard Strength Maintenance Program	Yes	No
	RECRUITER ZONE 2.00	Recruiter Zone 2.00 Users Manual	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-SL5	Enlisted	MOS: 79T, Skill Level: SL5, ASI: V7, Duty Pos: REA, SQI: 4