### PQS QUALIFICATION SHEET

**Advanced Enlisted Recruiter Module**

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<th>Rate/Name of Trainee</th>
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<th>PQS Standard</th>
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<td>2. Station Market Analysis and Review Techniques (SMART)</td>
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<td>3. Enlisted Recruiter Production Management System</td>
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<td>12. Final Qualification</td>
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Enclosure (2)
1. Recruiter Awards and Recognition

   a. Explain the following incentives:
      1) NAVCRUITDIST Awards instruction
      2) NAVCRUITREG Awards instruction
      3) NAVCRUITCOM Awards instruction
      4) RCAP

2. Station Market Analysis and Review Techniques (SMART)

   a. Demonstrate the ability to explain the recruiter territorial breakdown and high propensity areas
   b. Identify and explain the function of all segments of the SMART system and how they relate to each other

3. Enlisted Production Management System (ERPMS)

   a. Demonstrate the ability to build a prospecting plan utilizing all modes of prospecting to include social media/networking
   b. Discuss recruiter responsibility when conducting a DPR
   c. Discuss Recruiter responsibility and purpose of Applicant Log
   e. Explain the purpose of the Goaling Letter
   f. Discuss the purpose of the Production Analysis/Training Evaluation (PATE) Sheet and how the accuracy of all entries increase success

4. Area canvassing

   a. Explain the purpose of an Area Canvassing Plan (ACP)
b. Explain the proper planning and development of an Area Canvassing Plan (ACP)

c. Explain the importance of pre-prospecting for an ACP

d. Demonstrate an ACP

5. Sales

a. Describe the VALOR Sales process

   1) Recruiting Roadmap
   2) Prospect Engagement Skills and the decision to advance
   3) Prospect Specific Value Proposition (PSVP)
   4) White Board
   5) POINTS
   6) Coaching

b. Describe the following Prospect Objections

   1) Apathy
   2) Doubt
   3) Confusion
   4) Obstacle
   5) Demonstrate the ability to overcome prospect objections using VALOR framework (5 R’s)

c. Explain the differences between Navy opportunities and advantages

d. Explain Navy Unique Value

e. Demonstrate/Simulate the ability to effectively handle a QNE on deck at MEPS using VALOR sales tools

f. Demonstrate a Meeting in the box presentation

g. Conduct a sales lab with the DLCPO

h. Explain the importance of the Continuous Learning System (CLS), the components, and where it is located
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6. **Navy Reserve/Active Recruiting Programs (COMNAVCRUITCOMINST 1130.8).** Identify current programs/explain requirements:

   a. NAVET
   b. OSVET
   c. Direct Procurement Enlistment Program (DPEP)
   d. Recruiting Selective Conversion for Reenlistment Reserve (RESCORE-R) program
   e. Navy Warrior Challenge Program
   f. Nuclear Field Program
   g. School Guarantee (SG) Program
   h. New Accession Training (NAT) Program
   i. Professional Apprenticeship Career Track (PACT) Program
   j. Prior Service Reenlistment Eligibility (PRISE) III Program
   k. Advanced Electronics Career Field (AECF)/Advanced Technical Field (ATF)
   l. Heritage Language Recruiting (HLRP) Program
   m. Loan Repayment Program (LRP)
   n. College First Program (CFP)
   o. Navy Music Program
   p. Advanced Pay-grade Program

7. **Prospecting**

   a. Discuss and Demonstrate the ability to generate appointments in the following modes:

      1) Phone
      2) DEP referrals
      3) Other referrals (COI, applicant, HARP/SEMINAR and other service)
      4) PDC
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5) LEADS (Local and National)

6) Social Media

b. Describe the prospecting requirements for LEADS
c. Describe the prospecting requirements for Online Applications
d. Discuss and Demonstrate the ability to blueprint applicants in the following areas:

1) BEERS
2) Medical
3) Police
4) Moral/Drug Usage

8. WEBSITE/CIRIMS

a. Demonstrate the basic operation of the Prospect Record System (to include the Working Tickler function, record query and all market segment requirements)

b. Create, update and document an applicant data/prospect record to include blueprinting, contact history, referrals, sales, awards, etc.
c. Explain how a properly completed applicant record generates an almost complete applicant log entry
d. Update DEP record
e. Describe the recruiter’s responsibility for data record location

9. High School and College Canvassing

a. Demonstrate the proper usage of a high school/college folder

b. Conduct a school/campus visit accomplishing the minimum activity required by the high school/college folder
c. Prepare and deliver a Navy presentation to a group using VALOR PSVP format (faculty, staff, or student body)
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<td>d. Discuss and demonstrate the ability to develop Centers of Influence (COI)</td>
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### 10. Applicant Processing

a. Explain the testing requirements for selected ratings

b. Explain EST testing and retesting policy

c. Explain the policy and administration procedures for initial and retesting of the ASVAB

d. Physical Processing

e. Applicant Lodging

f. Special Testing and Waivers

g. Reserve Applicant Flow

h. CIRIMS Reservations (Book/Unbook Reservations)

i. Drill/Indoctrination requirements. (Attach/Submit Drill Verification via CIRIMS)

j. Discuss and demonstrate the ability to prepare a basic enlistment (AC/RC) kit, including active and NAVET enlistment, NAVET affiliations, NAT, DPEP, and OSVET

k. Waiver enlistment (local and higher authority)

l. Explain the requirements and procedures for completing JPAS

### 11. DEP Leadership/Management

a. Explain the importance of and demonstrate the ability to conduct a 72-hour DEP indoctrination

b. Conduct a DEP Re-certification

c. Discuss DEP referral techniques
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**d.** Prepare and conduct a DEP meeting under supervision of the LPO/LCPO utilizing the Electronic DEP Tool Kit and START Guide contents

**e.** Explain how to advance through PQS and the Referral Recognition Program (COMNAVCURITCOMINST 5305.1)

**f.** Discuss the requirements for Future Sailor/parental contacts from swear in at MEPS to the final letter at RTC

**g.** Discuss the importance of the sales white board to continuously verify and update Future Sailor’s PSVP

**h.** Discuss what it means to be a mentor/leader to all Future Sailors; preparing them mentally and physically for success at RTC to include the START guide and DEP PQS

**i.** Explain the requirements and procedures for DEP PQS and NIDT testing, reporting, and drug module completion requirements

### 12. Final Qualification

**a.** Complete MEPS Orientation
(Must be completed within 90 days of checking onboard and signed by MEPS representative.)
13. **Record of Qualification:**

   a. Recommended for PQS Qualification Board.  Date: ____________

   I, ___________________________, certify that __________________________
   (Name/Rate/Qualifier Position) (Name/Rate/NAVCRUITSTA)
   is ready for final qualification by a PQS Board for the position of Advanced
   Enlisted Recruiter.

   Qualifier’s Signature __________________________

   b. Qualification Board:  Date: ____________

   We certify the examinee to be fully qualified for the position of Advanced
   Enlisted Recruiter.

   __________________________
   __________________________
   __________________________
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   c. Reviewed:  Date: ____________

   Executive Officer, NRD_____________ ________________________
   __________________________

   d. Approved:  Date: ____________

   Commanding Officer, NRD_______________ ________________________
   __________________________

   e. Service Record Entry (ESR entry)  Date: ____________

   Administrative Officer, NRD___________ ________________________
   __________________________

   You are hereby granted an extension.  Your new maximum qualification date is
   _____________.  (Attach a copy of extension request with justification).

   __________________________
   NRD Executive Officer

Copy to:
Individual Training Jacket