

LESSON PLAN

LEADS

DISCUSSION POINT

RELATED INSTRUCTOR ACTIVITY

I. Presentation

Ref: COMNAVCRUITCOM INST 1133.6 series

A. LEADS

1. LEADS (Local Effective Accession Delivery System)

- a. Generated from advertising.
- b. Invitation from the LEADS Production Team (LPT).
- c. National 800 number
- d. Internet address
- e. Designed to generate inquiries concerning Navy opportunities.
- f. Two types (Local and National)

B. Local Leads

1. Types

- a. Locally placed ads
- b. Direct mail

2. Prospects blueprinted by NRD (LPT) team for qualifications and interest.

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3. Required feedback within 30 days via R-TOOLS.

C. National Leads

1. Sources

- a. Magazines
- b. Direct Mail
- c. Public service announcements
- d. Take one Rads
- e. All advertising with the (NOIC) reply address.

2. Navy Opportunity Information Center (NOIC).

- a. Computerized lead fulfillment operation that responds to inquiries sent in by prospects in response to National advertising.

3. Navy Advertising LEADS Tracking System (NALTS)

- a. System use to process responses and coordinate all aspects of lead tracking and follow-up.

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D. Tricks of the trade

1. Aggressive follow-up, leads to conversion of New Contracts
2. First to contact equates to first to contract.
3. Leads are pre-screened not pre-sold
4. Always identify the type of lead you have i.e. Internet, Cyber-space, or Ad generated, it leads to a smoother communication process.
5. Know your phone script inside and out.