

LESSON PLAN

PROSPECTING

DISCUSSION POINT

RELATED INSTRUCTOR ACTIVITY

I. Presentation

Ref: COMNAVCRUITCOM INST 1133.6 series

A. Phone Prospecting:

1. Six principles of phone prospecting
 - a. Inventory yourself.
 - b. Chain yourself to the desk.
 - c. Set a time limit and adhere to it.
 - d. Don't let anyone or anything disturb you.
 - e. Use the telephone because you believe the prospect will benefit from your phone call.
 - f. Don't stop on an unsuccessful attempt, stop on success.
2. Three reasons to phone prospect
 - a. Create awareness.
 - b. Get face to face with an applicant to conduct an interview.

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- c. Get enough blueprinting information to determine if, and when to call prospect back.
- d. Always ask for referrals.
- 3. Phone scripts:
 - a. Prospect phone script
 - b. Parent phone script
- 4. Handling Concerns:
 - a. Indifference
 - b. Misunderstanding
 - c. Drawback
 - d. Skepticism
- B. Referral Prospecting:
 - 1. Third party referrals
 - 2. Applicant referrals
 - 3. DEP referrals

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4. Center of Influences

C. Personally Developed Contacts (PDC):

1. PURPOSE: The purpose for PDCing is to obtain names and make contacts with likely prospects.
2. DEFINITION: The ability to initiate face-to-face conversation for the purpose of determining whether an applicant is a candidate for the Navy.
3. The following is a list of high priority PDC spots:
 - a. High schools and community colleges.
 - b. Technical training centers.
 - c. Shopping malls.
 - d. Community centers (YMCA, etc.).
 - e. Businesses that hire young people (McDonalds, car wash, etc.).
 - f. Sporting events, fairs, carnivals, etc.
4. Planning for PDCing:

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5. The basic procedures for conducting PDCing are:
 - a. Initiate contact.
 - b. Listen for needs or interests.
 - c. Conduct basic screening. (BEERS Blueprinting).
 - d. Request an appointment.
 - e. Obtain name, address and phone number.
 - f. ASK FOR REFERRALS!!