

## LESSON PLAN

### RADS and Collateral Materials

#### DISCUSSION POINT

- I. Presentation
  - A. Collateral materials: Any materials available to the NRS to promote Navy awareness within your assigned area.
    1. Collateral materials support the recruiting process. They are designed to perform the one of five (5) functions:
      - a. LEAD generating: items generate interest and get a response.
      - b. Fulfillment: items provide basic information on the Navy in response to requests.
      - c. Sales Closing: items contain detailed information to help the recruiter or classifier close the sale.
      - d. Transition: items reinforce the prospective enlistee's decision to join the Navy and help him/her prepare for RTC.
      - e. Awareness: items assist in gaining access to high school counselors, to be used as display items in area businesses, to announce recruiter visits, and anywhere the recruiter wishes to make people aware of the Navy presence.

#### RELATED INSTRUCTOR ACTIVITY

Ref: COMNAVCRUITCOM INST 1133.6 series