



DEPARTMENT OF THE NAVY
NAVY RECRUITING DISTRICT, NEW ORLEANS
400 RUSSELL AVE BLDG 192
NEW ORLEANS, LOUISIANA 70143-5077

NAVCRUITDISTNOLAINST 1136.1C
30
19 Jun 2013

NAVY RECRUITING DISTRICT NOLA INSTRUCTION 1136.1C

From: Commanding Officer, Navy Recruiting District New Orleans

Subj: RECRUITING OPERATIONS DEVELOPMENT BOARD PHASE II PROGRAM

Ref: (a) COMNAVCRUITCOMINST 5400.2E
(b) COMNAVCRUITCOMINST 1136.2Q
(c) COMNAVCRUITCOMINST 1500.4Q
(d) VALOR Whiteboard Training

Encl: (1) Training Plan
(2) POA&M and Progress Review Memorandum
(3) Training Log
(4) Discrepancy Tracking Sheet
(5) Notification Letter

1. Purpose. The purpose of the Recruiting Operations Program Development Board Phase II program is to establish consistent production performance standards and training requirements at Navy Recruiting District New Orleans to ensure fair and attainable expectations for each team member.

2. Cancellation. NAVCRUITDISTNOLAINST 1136.1B is hereby canceled.

3. Background. An effectively trained recruiter possesses the capacity to accomplish mission objectives by maximizing available resources. Publishing a reasonable and executable training doctrine sets a defined standard for every team member. A comprehensive training program will enable NRD New Orleans to attain acceptable performance standards and will provide supplementary training for those who do not meet the outlined production standards. This training program's goal is to train recruiters, identify performance shortfalls, recognize recruiting deficiencies, and provide corrective action plans. Many recruiters will receive sufficient training and become successful through initial

training at NORU and on the job training (OJT) within the district. A Recruiter Development Board is held for all recruiters prior to the four-month point. The Training and Accountability program assists the recruiter who needs more than the basic training. Initial training is designed to improve and build the recruiter's skills. For recruiters who do not respond to training, disciplinary action or fault/no fault transfers are the final options, in accordance with reference (a). Reference (b) provides the minimum guidelines recruiters are expected to maintain.

a. General Military Training (GMT) and Enlisted Production Training. GMT and Enlisted Production Training applies to all recruiting personnel regardless of production performance and shall be conducted per reference (c) at the monthly divisional and district production meetings. Supervisors are responsible for submitting training plan schedules (Enclosure 1) to the Recruiting Operations Officer (ROPS) via training department no later than the first day of the month prior to the scheduled training.

b. Weekly Station Training. Leading Petty Officer's (LPO's) will ensure GMT and Enlisted Production Training is held and documented (Enclosure 2). Additionally, LPO's will accomplish weekly VALOR training in accordance with reference (d).

c. Enlisted Processing/Classifier Training. Recruiting Operations Department Supervisors will be responsible for conducting monthly GMT and enlisted/officer processing/classifier training per reference (c). Training plan schedules shall be submitted to the ROPS department via training department no later than the first day of the month before the scheduled training.

4. Production Policy.

a. Divisional Leading Chief Petty Officer's (DLCPO's) Development Board Policy. DLCPO's performance will be evaluated for new contract production, accession attainment, sub-goal attainment, diversity attainment, activity generation, DEP retention, officer kit activity and individual station

performance/contribution. The district will use the following measures and training procedures to facilitate mission accomplishment at the DLCPO level.

(1) If a DLCPO misses mission two out of any consecutive three-month period, the DLCPO's performance will be evaluated by a "DLCPO Peer Board", which the Chief Recruiter will chair no later than the fifth working day of the following month. The board will consist of two DLCPOs and the district trainer and will determine the corrective action/training for insufficient production.

(2) The DLCPO will generate a POA&M (Enclosure 3) no later than two days from the date of the board to be reviewed by the Chief Recruiter. The Chief Recruiter will then forward the POA&M to the Recruiting Operations Officer (ROPS) within five days.

(3) If a DLCPO misses mission three consecutive months or for a quarter, the Commanding Officer, Executive Officer, ROPS, and Chief Recruiter will evaluate him/her. A District Level Production Board will evaluate the POA&M and production shortfalls for the DLCPO who has not performed in a satisfactory manner. The Commanding Officer will determine corrective action/training for insufficient production upon review of the board's recommendations.

b. Leading Petty Officer (LPO) Development Board Policy: LPOs will be held accountable or attaining assigned objectives and goals. The district will use the following measures and training procedures to facilitate mission accomplishment at the LPO level.

(1) If a LPO misses mission, the DLCPO will conduct and document training (see Enclosure 3) no later than the 50% gate of the following month. The DLCPO will then forward the documentation to the Chief Recruiter no later than the day after the training. The training will include, at a minimum, the details of goal not achieved and weaknesses/deficiencies that may have contributed. The LPO will then generate a POA&M (Enclosure 2) no later than two days from the date of training for review by the DLCPO. The DLCPO will then forward the POA&M to the Chief Recruiter within five days.

(2) If a LPO misses NCO two months out of any three-month period, the DLCPO will conduct follow up training, review and adjust POA&M shortfalls, and conduct formal documented counseling with the LPO. The LPO will then submit a revised POA&M to the DLCPO no later than two days from the date of training. The

DLCPO will then forward the POA&M to the Chief Recruiter within five days. The Station will undergo a Production Inspection conducted by the Chief Recruiter or the ROPS. The LPO will generate a discrepancy tracking sheet (Enclosure 4) for DLCPO's review and forward it to the District within 30 days of the inspection.

(3) Should station miss goal for three consecutive months, or for the quarter, the LPO and DLCPO will attend a "Production Accountability Board" at the District. Board members will include the Executive Officer, ROPS, Command Master Chief, Chief Recruiter, and an "out-of-division" DLCPO/District Trainer. The Board will recommend to the Commanding Officer the corrective action recommendations and a follow-up period for resolution. The Commanding Officer will endorse a formal letter providing the LPO with the corrective measures as required.

(4) Production inspections will be conducted at other times at the discretion of the Commanding Officer, Executive Officer, ROPS/AOPS, Chief Recruiter, or DLCPO.

c. Recruiter Development Board Policy: Recruiters are responsible and will be held accountable for a team contribution that supports and maintains the region average production per recruiter (PPR) for any given three month period, as determined by LPO/DLCPO.

(1) LPOs will identify to the DLCPOs those recruiters who have failed to attain one net new contract by 50% gate each month. Recruiters will provide a written analysis of their production weakness and possible solution, which will be documented in the training log (Enclosure 3).

(2) If a recruiter fails to attain one new contract in a one month period, the LPO/DLCPO will conduct/direct a recruiter success board at the Group level (see below) by the second Friday of the month. Both the LPO and DLCPO are required to document training and recommend corrective action. Recruiter Success training will be conducted jointly by DLCPO's using the following as guides for group training.

GROUP 1	Division 1 and 2
GROUP 2	Division 3 and 4
GROUP 3	Division 5 and 6

The training will include:

Uniform Inspection
VALOR Training
Prospecting Techniques (PH, PDC, Referrals, PEWS, building prospecting plan)
Analysis of non-contribution
Weaknesses/deficiencies that may have contributed
Recommendation/Follow-up training documentation
Leadership

The recruiter will initiate a POA&M no later than two days from the training date for review by LPO/DLCPO. The LPO will then forward the POA&M to DLCPO within five days. DLCPO will forward POA&M as determined by Chief Recruiter no later than the 15th of the month.

(3) After failing to net one contract in the previous month, recruiter will attend a division level peer board if he/she does not attain one net contract by 15th of the current month. Training will be documented in training jacket and results will be forwarded to Chief Recruiter/ROPS/AOPS by the 20th of the current month.

(4) If a recruiter's team contribution to mission is zero in any 2 out of a 3 month period, as determined by DLCPO, a Recruiter Success Board will be held at District Level. The board will consist of the Chief Recruiter, Command Master Chief, District Trainer and at least one DLCPO. The board will evaluate items in Enclosure (5). The board will recommend corrective action and follow-up training period for resolution within two weeks following the board. If a recruiter demonstrates a continued inability to attain a sufficient level of production, as determined by this instruction and the DLCPO, the DLCPO will recommend a Recruiter Development Board to determine the feasibility of fault/no fault transfer per reference (a).

/s/
G. R. SHARP

Distribution List:
Electronic only, via
<http://www.cnrc.navy.mil/neworleans/>

**Sample Command Training Plan Schedule
Enlisted Production Training**

TRAINING SUBJECT	O	N	D	J	F	M	A	M	J	J	A	S
SMART	X								X			
Ethics & Prohibited Practices	X								X			
SOAR Development		X										
Prospecting Methods		X										
Mental Testing		X										
MEPS Processing			X									
Market ID Analysis			X								X	
RQAT Attrition Analysis				X							X	
Advanced Program				X								
LEADS/NALTS Analysis					X							X
ERPMS					X							X
Area Canvassing						X						
RADS & Collateral Material			X			X			X			X
Prospecting							X					
One Screen Data Entry (RTOOLS)							X					
School Canvassing								X				
Enlistment Kit Quality								X				
Station Inspections									X			
Public Speaking										X		
Production Management System										X		
Sales Call Simulation (RT CD-ROM) with specific analyzation of printed results to be corrected through documented OJT	X			X			X			X		
Develop and Individual Coaching Developmental Action Plan using VALOR	X			X			X			X		

TRAINING SUBJECT	O	N	D	J	F	M	A	M	J	J	A	S
PEW Analysis	X			X			X			X		
DEP Leadership	X			X			X			X		
Time Management	X			X			X			X		
School Folders	X			X			X			X		
Daily Production Reviews Utilizing Coaching Conversation & Developmental/Action Plan	X			X			X			X		
Skill Review Game #1					X							
Skill Review Game #2					X							
Opening #3							X					
Probing #4							X					
Supporting #5								X				
Closing #6							X					
Overcoming Customer Indifference #7								X				
Resolving Skepticism #8								X				
Resolving a Misunderstanding #9									X			
Resolving a Drawback #10									X			
Mastery Test #11										X		
Skill Practice: Showstoppers #12										X		
Write-your-own Role-play #13											X	
Strategic Probing A #14											X	
Strategic Probing B #15												X
Managing Your Sales Cycle #16												X
Listening #17	X											
Probing on Exclusive Benefits #18	X											
Planning a Sales Call #19		X										
How They See You #20		X										

TRAINING SUBJECT	O	N	D	J	F	M	A	M	J	J	A	S
Outselling Your Competition #21			X									
Linking Benefits to the Need Behind the Need #24				X								
Evaluate Individual Coaching Developmental Action Plan	X											
Telephone Prospecting Utilizing Professional Selling Skills	X											
Conduct Observed Sales Call Using the VALOR Issues Diagram to identify specifics	X											
VALOR Workshop conducted by qualified VALOR Trainer Semi-annually												

NAVCRUITDISTNOLAINST 1136.1C
19 June 2013

1136
00
Date

From: Leading Chief Petty Officer, NRS _____
To: Recruiting Operations Officer/Assistant Operations
Officer
Via: (1) Divisional Leading Chief Petty Officer
(2) Chief Recruiter
Subj: POA&M AND PROGRESS REVIEW ICO
Ref (a) NAVCRUITDISTNOLANOTE 1136, Recruiting Operations Training
and Accountability Program

1. POA&M
 - a. Attended training on
 - b. Plan for Success (Include outline of recruiters plan provided at training)
2. Progress review (provide status of POA&M)

SIGNATURE

Enclosure (2)

Station/Division	Discrepancy Tracking Sheet
Inspection Item:	
Description:	
Discrepancy:	
Corrective Action:	
Assigned to:	
Start Date	
Due Date	
Date Completed	
Additional Remarks:	
Inspection Item:	
Description:	
Discrepancy:	
Corrective Action:	
Assigned to:	
Start Date	
Due Date	
Date Completed	
Additional Remarks:	
Inspection Item:	
Description:	
Discrepancy:	
Corrective Action:	
Assigned to:	
Start Date	
Due Date	
Date Completed	
Additional Remarks:	
Inspection Item:	
Description:	
Discrepancy:	
Corrective Action:	
Assigned to:	
Start Date	
Due Date	
Date Completed	
Additional Remarks:	
Inspection Item:	
Description:	
Discrepancy:	
Corrective Action:	
Assigned to:	
Start Date	
Due Date	
Date Completed	
Additional Remarks:	
Inspection Item:	

NAVCUITDISTNOLAINST 1136.1C
19 Jun 2013

Description:	
Discrepancy:	
Corrective Action:	
Reference:	
Assigned to:	
Start Date	
Due Date	
Date Completed	
Additional Remarks:	

NAVCRUITDISTNOLAINST 1136.1C
19 Jun 2013

1136
00
Date

From: Commanding Officer, Navy Recruiting District New Orleans
To:

Subj: NOTIFICATION OF PHASE II TRAINING REQUIREMENT

Ref: (a) NAVCRUITDISTNOLAINST 1136.1B

1. As a result in a deficiency in your production performance, you are hereby directed to attend Phase II training to be held on XX MONTH 2012.

2. Phase II training is a development method that will allow the command to identify your weaknesses and assist in improving those areas that are causing the deficiency.

CO SIGNATURE

Copy to:
File

Enclosure (5)