



DEPARTMENT OF THE NAVY  
NAVY RECRUITING COMMAND  
5722 INTEGRITY DR.  
MILLINGTON, TN 38054-5057

COMNAVCRUITCOMINST 1500.4N  
N7  
12 NOV 2008

COMNAVCRUITCOM INSTRUCTION 1500.4N

From: Commander, Navy Recruiting Command

Subj: TRAINING PROGRAM POLICY AND PROCEDURES FOR NAVY  
RECRUITING COMMAND FIELD ACTIVITIES

Ref: (a) Annual NAVCRUITCOM ORIENT Unit Training Schedule  
<http://www.cnrc.navy.mil/noru/>  
(b) Navy Learning and GMT Website  
<https://www.nko.navy.mil>  
(c) OPNAVINST 1040.3, COMMAND SPONSOR AND INDOCTRINATION PROGRAM  
(d) NAVPERS 15878J, CAREER COUNSELOR'S HANDBOOK  
(e) COMNAVCRUITCOMINST 1000.3, COMNAVCRUITCOM COMMAND MENTORING PROGRAM  
(f) COMNAVCRUITCOMINST 1500.8, TRANSITION TRAINING, TURNOVER NOTEBOOKS  
(g) COMNAVCRUITCOMINST 1136.2, PERSONNEL QUALIFICATION STANDARDS (PQS)  
(h) COMNAVCRUITCOMINST 4400.1, LOGISTICS SUPPORT MANUAL (LSM)  
(i) COMNAVCRUITCOMINST 1130.8, NAVY RECRUITING MANUAL - ENLISTED VOLUMES I through V  
(j) COMNAVCRUITCOMINST 1131.2, NAVY RECRUITING MANUAL (CRUITMAN-OFF)  
(k) Achieve Global Sales Performance Tool Kit (SPTK)  
(l) Achieve Global Professional Sales Coaching Participant Material  
(m) Professional Selling Skills Core Participant Material (Activities Book and Program Book)  
(n) Professional Selling Skills Applications Participant Material (Pre-work, Program Book, Tool Kit)  
(o) Navy Features and Benefits Book  
(p) Navy Feature Cards  
(q) COMNAVCRUITCOMINST 5400.2, STANDARD OPERATING PROCEDURES MANUAL  
(r) COMNAVCRUITCOMINST 1140.3, FIELD ADVERTISING MANUAL  
(s) DoD Directive 1344.13, IMPLEMENTATION OF THE NATIONAL VOTER REGISTRATION ACT (NVRA)  
(t) Delayed Entry Program DEP Recruiter Meeting Guide (DEP Tool Kit) (R)

- (u) Applicant Compensation Evaluator (ACE) User's Manual and Recruiter Guide (R)
- Encl: (1) Command Training Plan Minimum Requirements (R)  
(2) Indoctrination Checklist for Recruiting and Support Personnel (R)  
(3) Navy Recruiting Station Indoctrination Checklist (R)  
(4) Sample Indoctrination Completion Letter  
(5) Desired/Optimum PSS Training Sequence for Navy Recruiting Personnel  
(6) Training Record Spot-Checklist  
(7) Sample Training Syllabus NAVCRUIT 1500/2 (Rev 11-06)  
(8) Field Training Request (R)  
(9) Sample Developmental Action Plan  
(10) Coaches Developmental Action Plan  
(11) PSS Sales Lab Grading Worksheet  
(12) Sample District Monthly Training Report (NAVCRUIT 1500-17 revised Sep 08) (R)  
(13) Training Officer Checklist (R)

1. Purpose. This revision provides training program policy and procedures for Navy Recruiting Districts (NAVCRUITDISTs).

2. Cancellation. COMNAVCRUITCOMINST 1500.4M. All revisions are identified by an (R in the right hand margin Due to numerous changes, this instruction should be read in its entirety.

3. Background. Commander, Navy Recruiting Command (COMNAVCRUITCOM) has established formal training at the NAVCRUITCOM Orientation Unit (N7N) for many functional areas in recruiting. The formal training courses, Enlisted Navy Recruiting Orientation (ENRO), Career Recruiter Force Academy (CRF "A"), Command Trainer Course, and the Navy Recruiting Leadership Academy (NRLA), are the beginning of an important training continuum for Recruiters. Reference (a) provides an annual schedule of formal classroom training available at N7N for all NAVCRUITCOM personnel. Reference (b) provides Navy-wide guidance for General Military Training (GMT) and other online training via the Navy E-Learning portal. Reference (c) provides Navy-wide direction for the entry and indoctrination of newly reporting personnel and their families. Reference (d) sets guidelines for a successful retention program and defines Career Development Team Training. Reference (e) provides guidance regarding the NAVCRUITCOM Command Mentoring Program.

4. Discussion. ENRO and NRLA provide orientation to the basic skills of the Enlisted and Officer Recruiters. N7N's formal classroom training is followed by a sound training program at the Navy Recruiting District (NAVCRUITDIST) and is based on quality Command and Navy Recruiting Station (NAVCRUITSTA) indoctrination, a timely Recruiter Development Board (RDB), and a Professional Sales Skill (PSS) Applications Workshop. The initial training phase concludes with a successful Personnel Qualification Standards (PQS) Board which provides personnel with a good foundation for recruiting. Training continues with meaningful demonstration of PQS criteria, ongoing leadership, professional development training, and skill-based, production-related training. The field provides the most effective environment to practice and refines those skills initially learned in the classroom. Supervisors must be the subject matter experts and therefore a primary source for this training in the field. The Executive Officer (XO) is responsible for implementing, monitoring and evaluating the training program. References (f) through (u) provide additional training resources and guidance to support the NAVCRUITCOM mission. Reference (q) is NAVCRUITCOM Standard Operations Procedure Manual (SOPMAN). Reference (r) is the Field Advertising Manual (FAM); reference (s) implements the National Voter Registration Act (NVRA). Reference (t) provides standard lesson plans for conducting DEP meetings and reference (u) is provided to assist the field recruiter in use of the ACE application.

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5. Policy

a. Scheduling of Training. Enclosure (1) contains the minimum requirements for implementing the COMNAVCRUITCOM Training Program Schedule. It includes the required formal training topics with dates for delivery (+/- 30 days acceptable) for all NAVCRUITDIST departments. The NAVCRUITDIST training program includes the departmental training requirements of enclosure (1) plus:

- (1) Professional Training
- (2) Personnel Qualification Standard (PQS)
- (3) Recruiter Development Board (RDB)
- (4) Command Indoctrination
- (5) General Military Training (GMT)

- (6) On-the-Job Training (OJT)
- (7) In-rate Training
- (8) Sales Training
- (9) Required Annual Training

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b. Responsibilities. The NAVCRUITDIST Department Heads must ensure they are proactive in identifying and training to any recognized weaknesses. Emergent weaknesses need to be identified and trained to monthly. The provided training program schedule shall ensure training is spread evenly throughout the year, and shall, at a minimum, contain these training events. NAVCRUITDISTs shall tailor the program to include local requirements. It is the NAVCRUITDIST Executive Officer's responsibility to ensure the training is properly planned, documented and accomplished.

c. Non-Formal Training. Many of the training items lend themselves to training during the Daily Production Review and other non-formal training settings. If any training is conducted in a setting other than the zone training it is the trainer's, trainee's, and chain of command's responsibility to ensure all the required training is documented.

d. Indoctrination Training. Proper indoctrination sets the tone for an entire tour in recruiting. Indoctrination training is instrumental in familiarizing reporting personnel in the organization, procedures, and policies of the command at all levels. There are two types of indoctrination training, Command and Station. Command and Station Indoctrination training shall be completed and documented within 45 working days of reporting. Enclosure (2) shall be used to document Command Indoctrination of all personnel. Station Indoctrination training shall be completed and documented by the Navy Recruiting Station (NAVCRUITSTA) Recruiter in Charge (RinC) or Zone Supervisor using enclosure (3) to indoctrinate each new Recruiter into the Station. The individual's immediate supervisor shall prepare an Indoctrination Completion Letter using enclosure (4) upon completion of the Command and Station Indoctrination. The individual's immediate supervisor shall forward the Indoctrination Completion Letter, along with a copy of the NAVCRUITSTA and Command Indoctrination checklists to the Executive Officer for inclusion in the command's training file. The original of each of the above shall be maintained in the individual's Training Jacket until the member transfers out of

recruiting duty. The NAVCRUITDIST shall ensure indoctrination training is entered in the service member's record on a NAVPERS 1070/613.

e. Formal Training Topics. NAVCRUITDISTs shall conduct formal training to include Professional Training and GMT. GMT subjects, with applicable Instructor Guides, can be found in reference (b). Professional Training lesson materials are available in reference (a).

f. On-the-Job Training (OJT). OJT is a form of training where an individual is SHOWN how to perform a certain task and given an opportunity to perform the task while being observed by the trainer. The following steps are provided in conducting effective OJT:

(1) Identify specific individual weaknesses or strengths during Daily Production Reviews or direct observation of a performance deficiency.

(2) Document a detailed plan with solutions and/or corrective actions on the training log (enclosure (7)) or the Developmental Action Plan (enclosure (10)). Documentation shall include specific details regarding actions the individual must take to correct the deficiencies. It shall be a stand-alone document to be used as a reference by the individual with sufficient details to refer back to in the future. Simply identifying the deficiency on the syllabus is not appropriate, as it does not provide the trainee the needed tools for long-term improvement.

(3) Upon finishing the training session, follow-up training is required. A date must be agreed upon and documented on the Recruiter, Station, or Zone Supervisor or Officer Programs Officer (OPO) planner as applicable. The following is a sample planner entry on March 10: Follow up with BM2 Smith on phone power, see log dated 1 February.

(4) Follow-on documentation shall be captured on the original training log (or on a new training syllabus if additional space is needed including a clear reference to the original training). Enclosure (9) provides an example.

g. Sales Training. Ongoing formal and informal sales training is vital to sustained productivity in COMNAVCRUITCOM. Professional Selling Skills (PSS) is a system of training that provides excellent initial and follow-on training. Every

Production Recruiter (Officer and Enlisted) and Classifier is provided with a personal copy of reference (m). All supervisors of production personnel are provided a tool for more targeted training using the 24 training modules in the Sales Performance Tool Kit (SPTK), reference (k). Enlisted Processing Department Supervisors (EPDS) of MEPS and RinCs of NAVCRUITSTAs are required to retain a copy of the SPTK. OPOs, EPOs, RinCs, Trainers, and Zone Supervisors shall receive instruction in Professional Sales Coaching and PSS Applications, references (l) and (n). Recruiters (Officer and Enlisted) and Classifiers shall receive instruction in PSS Applications, reference (n) within six months of reporting. Each production recruiter (Officer and Enlisted) and Classifier shall conduct a monthly graded PSS Sales Lab, enclosure (11). Enclosure (5) is an optimum PSS System Training reference for Navy Recruiting personnel. The NAVCRUITDIST Executive Officer has the primary responsibility for ensuring a viable, ongoing sales training program exists within the entire NAVCRUITDIST.

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h. In-Rate Training. Preparation for advancement examinations is a continual process for which an individual is responsible. Reference (q), Article 1107 provides minimum requirements for all personnel.

i. Required Annual Training. The NAVCRUITDIST Leadership (CO, XO, CMC) and Department Heads (CR, EPO, OPO, LSO) must receive and document all required annual training. This training can be accessed via Navy Knowledge Online (NKO) at <https://www.nko.navy.mil/portal/home/> or DoD's Standards of Conduct Office website at <http://dod.mil/dodgc/>. This training includes, but is not limited to:

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- (1) Ethics Training
- (2) Privacy Act Training
- (3) Information Assurance Awareness Training
- (4) Trafficking in Persons Basic Awareness Training
- (5) Prevention of Sexual Harassment Training

j. Training Documentation

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(1) Individual Training Jackets shall capture all training (formal, informal, remedial, OJT, indoctrination, and PQS) completed. At a minimum, the Individual Training Jacket

shall include enclosure (7) Training Log with names of Instructor and Trainee, copies of enclosures (2), (3), and (4), appropriate PQS Qualification sheets, Tab D and Tab E from the member's RDB (a POA&M if RDB deemed UNSAT) and any designation letters. For one-on-one training the NAVCRUIT 1500/2 (Rev 04-00) Training Syllabus, enclosure (7) or the Developmental Action Plan, enclosure (10), shall be used to document all individual training conducted. The Training Jacket is to be used as a library of training resources; one where an individual can refer back to for refreshment of previously received training. Documentation of training should never be one-liners or titles of training given for such actions do not meet the intended purpose of the Training Jacket. (See enclosure (9)). The individual receiving training and the individual conducting the training shall verify the training was completed by initialing the "Entry By" block or a signature after completion of the training.

(2) Training Documentation Spot-Checklist. Departmental and Divisional Training Binders shall be reviewed by the Executive Officer using enclosure (6). Individual Training Jackets may be reviewed during routine Station visits, inspections, assist visits, or boards using enclosure (6). All entries on enclosure (6) shall be initialed and dated.

(3) Departmental/Division Training Binders. Each department and division shall maintain a Departmental/Division Training Binder to document formal training items not normally contained in an individual's Training Jacket. (For the purpose of Division Training Binders, zones are considered divisions, and each zone shall maintain one Division Training Binder to document the zone's formal training.) These Training Binders shall include:

(a) All lesson plans, power point presentations and training aids used during the current and previous four quarters.

(b) Any training aids used directly from another source without any changes (such as <http://www.nko.navy.mil> or <http://www.cnrc.navy.mil/noru/>) need only document the location of the source with enough specifics to be able to locate at a later date if needed.

k. Command Training File. The Executive Officer is responsible for ensuring a Command Training file is maintained.

Command Training files shall contain the following minimum requirements:

(1) A copy of enclosures (2), (3), and (4) for all members currently assigned to the command.

(2) NAVCRUITDIST departments shall ensure all training records are reviewed quarterly by a member of the chain of command at least one level higher than the member documenting the training. This may be accomplished during site visits, production meetings and boards. To ensure an individual other than the person documenting the training reviews Training Jackets, the review shall be conducted by the following:

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(a) Enlisted Recruiter Training Jackets: Zone Supervisor, District Trainer or higher.

(b) Officer Recruiter Training Jackets: Executive Officer or higher.

(c) Recruiter-in-Charge Training Jackets: District Trainer, Assistant Chief Recruiter, or higher.

(d) Zone Supervisor Training Jackets: Assistant Chief Recruiter, Chief Recruiter, EPO or higher.

(e) Command Trainer Training Jackets: Commanding Officer or Executive Officer.

#### 1. Training Requests

(1) N7N Formal Training. Course quota requests shall be filled out and submitted using COMNAVCRUITCOM's Recruiting Quarterdeck web page under the NAVCRUITCOM ORIENT UNIT/Course Information page reference (a). The quota request will automatically be forwarded to N7N, Student Control.

(2) Field Training Requests. The NAVCRUITDIST Executive Officer shall initiate enclosure (8) and submit to [CNRC-N7-NSA\\_Midsouth@navy.mil](mailto:CNRC-N7-NSA_Midsouth@navy.mil) info COMNAVCRUITREG as training deficiencies are identified. Training requests will be prioritized based on the documented deficiencies. Enclosure (8) shall also be used to request the National RinC and Zone Supervisor course and Interpersonal Management Skills workshops. For N7 Webinar Training, provide the following information in addition to an enclosure (8) to N72: How many personnel will be trained? Will personnel be accessing as a group or as

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individuals; if individuals, what is the estimated number? What **is your date/time preference? Do you have any specific issues** to be trained or is it for general sustainment training?

(3) Department Head Training Request. NAVCRUITDIST Executive Officer shall ensure N7 is aware of all newly assigned Department Heads via Monthly Training Report (enclosure (12)). (R)

(4) Training to Identify Deficiencies. N72 trainers will provide training to deficiencies as identified by the N71 Inspection Team in accordance with COMNAVCRUITCOMINST 5040.2. (R)

m. Formal N7N Training. While most formal N7N training is conducted in conjunction with an individual's PCS orders there are occasions when an individual does not get all the required training. In those instances, it is imperative that the command schedule training for the individual for the next available class. Failure to do so hinders the individual's ability to fully support the command mission and is not in keeping with the Navy's core values of Honor, Courage and Commitment.

(1) When an individual is reassigned to either the EPO or the OPO billet, the XO shall ensure that they are scheduled for and attend the next available course provided by N7N or N72.

(2) Medical Recruiters normally attend the Officer Recruiter (OR) course at N7N enroute to the NAVCRUITDIST. This provides an overview of medical programs and focuses on recruiting basics. All Medical Recruiters shall attend the next available MEDCRUIT II course following completion of the OR course. The OPO is responsible for ensuring the Medical Recruiter is scheduled for and attends MEDCRUIT II.

## 6. Action

a. NAVCRUITDIST Commanding Officers shall:

(1) Ensure the NAVCRUITDIST has a Command Training Team consisting of at least the following members: Executive Officer, Assistant Chief Recruiter, Senior Command Trainer, Assistant Command Trainer (CRF E6), Officer Program's representative, and two Zone Supervisors who maintain a current T-3 certification for Professional Sales Applications and Professional Sales Coaching. (R)

(2) Ensure compliance with this instruction.

(3) Designate the Executive Officer as the Training Officer in writing.

b. NAVCRUITDIST Executive Officers shall:

(1) Implement the COMNAVCRUITCOM Training program at NAVCRUITDIST headquarters and in the field in accordance with this directive. Enclosure (13) Training Officer Checklist summarizes, but may not include all responsibilities of the Training Officer. (R)

(2) Review NAVCRUITDIST headquarters staff Training Jackets at least quarterly and document using enclosure (6). (R)

(3) Review field Training Jackets as required. (R)

(4) Review Departmental and Divisional Training Binders quarterly to include a review of lesson plans covering identified weaknesses and emergent needs. (R)

(5) Lead the Command Training Team. The team shall: (R)

(a) Review command PQS tracking for all staff (including Officer and Enlisted, LEADS and MEPS staff) at least quarterly to ensure command is in compliance with the PQS requirements contained in reference (g).

(b) Review command RDB tracking for all staff (including Officer and Enlisted, LEADS and MEPS staff) at least quarterly to ensure command is in compliance with the RDB requirements (reference (r)).

(c) Review PSS Applications and PSS Coaching completion quarterly to ensure all Recruiters (Officer and Enlisted) and Classifiers receive PSS Applications within six months of reporting and the EPO, OPO, all RinCs, Zone Supervisors, EPDS and Trainers have PSS Applications and Coaching. Review records of all T-3 Trainers to ensure the T-3 Trainers are maintaining their proficiency in instructing these classes.

(d) Ensure enough qualified T-3 Trainers are available to conduct PSS training throughout the command. Ensure all T-3 Trainers conduct at least one PSS Applications and Coaching class every six months to maintain proficiency. Request T-3 training quotas when needed.

(e) Ensure all individuals requiring training at N7N have been scheduled for and attended the required training. This includes, but is not limited to any individual reassigned as EPO or OPO after reporting, Medical or Officer Recruiters, Recruiter Classifiers, newly converted CRF, Command Master Chiefs, etc.

c. NAVCRUITDIST Department Heads shall:

(1) Maintain Departmental Training Binders per this instruction.

(2) Ensure all training conducted is documented per paragraph 5(g) above using enclosure (7), including follow-on training when needed.

(3) Review Training Jackets per paragraph 5(j)(2) above.

(4) Ensure all individuals assigned to the department have been scheduled for and attended the required training for their billet (i.e. completion of MEDCRUIT II by all assigned Medical Recruiters, Recruiter Classifier School for Recruiter Classifiers, etc.).

d. NAVCRUITDIST Command Trainer shall:

(1) Ensure a review of all field Training Jackets is conducted during the course of the year using enclosure (6) per paragraph 5(j)(2) above.

(2) Ensure follow-up training is being conducted and documented using enclosure (7).

(3) Implement command PQS training to ensure command is in compliance with PQS requirements for all assigned command members.

(4) Review PSS Applications and PSS Coaching completion quarterly with Executive Officer to ensure all Recruiters receive PSS Applications within six months and the EPO, OPO, all RinCs, Zone Supervisors, and Trainers have PSS Coaching. Review records of all T-3 Trainers to ensure the T-3 Trainers are maintaining their proficiency in instructing these classes.

(5) To maintain T-3 certifications of PSA and PSC Command Trainers must hold a minimum of one of each course every six months. A Participant Attitude Questionnaire (PAQ) will be

filled out by every student. A copy of the PAQ will be maintained by the NAVCRUITDIST as well as a copy forwarded to N72.

(6) Provide the NAVCRUITDIST Monthly Training Report to N72 by the fifth of the month, following the month reported on, to include: PSS Applications, PSS Coaching or other classes completed during the previous month with number of attendees and dates for each class; current inventory of all sales training materials on hand; list and quantity of additional sales materials required for the next quarter, if any, and schedule of projected sales training for the upcoming three months. This report has been assigned the Report Control Symbol 1500-17 and expires October 2015 (sample provided as enclosure (12)).

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e. NAVCRUITDIST Command Master Chiefs are personally responsible for the overall effectiveness and administration of the Command Sponsor Program and shall ensure local procedures for the Indoctrination Program comply with this and higher directives.

f. N7 shall maintain a training library located at <http://www.cnrc.navy.mil/noru> that will include instructor guides, lesson plans, and applicable handouts for COMNAVCRUITCOM Training Lessons.

7. Forms. The NAVCRUIT 1500/2 (Rev 04-00) Training Syllabus and the NAVCRUIT 1500/3 (10-07) District Monthly Training Report are available online:

<https://rq.cnrc.navy.mil/Directives/forms.htm>. Page 2 of enclosure (12), letter format, may also be used to submit the District Monthly Training report.

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/s/  
R. R. BRAUN  
Deputy

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