

**RECRUITER /RINC
STUDY GUIDE
JANUARY 2008**

SALES

- 1. Goal is to make an informed, mutually beneficial decision.**
- 2. Need Satisfaction Selling consists of:**
 - a. Interviewing applicants**
 - b. Uncovering Needs**
 - c. Supporting with features**
 - d. Handling concerns**
 - e. Closing the sale**
- 3. Need Satisfaction Selling Process:**
 - a. Opening**
 - i. To agree on what will be covered or accomplished.**
 - 1. When you and the customer are ready to conduct business.**
 - a. Propose an agenda**
 - b. State the value**
 - c. Check for acceptance**
 - b. Probing**
 - i. To build a clear, complete, mutual understanding of customers needs.**
 - 1. To elicit information from a customer**
 - a. Use open and closed probes to explore circumstances and needs**
- c. Supporting**
 - i. To help customer understand specifically how you can satisfy their need.**
 - 1. When customer has expressed a need, you clearly understand that need, and know how your product can address that need.**
 - a. Acknowledge the need**
 - b. Describe relevant features and benefits**
 - c. Check for acceptance**
- d. Closing**
 - i. To agree on next steps.**

1. Customer shows readiness to move on or customer accepts the benefits you described.

- a. Review previously accepted benefits**
- b. Propose next steps**
- c. Check for acceptance**

4. Handling concerns

a. Resolving Skepticism

i. Probe to understand the concern when its clear that the customer doubts a feature or benefit that you described.

- 1. Acknowledge the concern**
- 2. Offer relevant proof**
- 3. Check for acceptance**

b. Resolving a Misunderstanding

i. Probe to understand the concern when it's clear the customer thinks you can't provide a feature or benefit you can.

ii. Confirm the need behind the need and support

- 1. Acknowledge the need**
- 2. Describe relevant features and benefits**
- 3. Check for acceptance**

c. Resolving a Drawback

i. Probe to understand the concern when it's clear that the customer is dissatisfied with the presence or absence of a feature or benefit.

- 1. Acknowledge the concern**
- 2. Refocus on the bigger picture**
- 3. Outweigh with previously accepted benefits**
- 4. Check for acceptance**

d. Overcoming Customer Indifference

i. A customer expresses satisfaction with current situation

- 1. Acknowledge the customers point of view**
- 2. Request permission to probe**
- 3. Probe to create customer awareness**
 - a. Explore circumstances for:**
 - i. Opportunities**
 - ii. Effects**
 - b. Confirm the existence of a need**

5. Coaching

a. The coaching conversation

i. Diagnosis

- 1. Set the stage: State the topic of the coaching conversation.**
- 2. Explore the situation: Probe to understand the salespersons point of view then present your point of view and invite reaction.**
- 3. Confirm buy-in on a diagnosis: Probe to check for agreement.**

ii. Action Planning

- 1. Set the stage: Position action planning**
- 2. Explore the plan: Probe to understand the salespersons point of view then present your point of view and invite reaction.**
- 3. Confirm buy-in on action plan: Ask for or summarize steps agreed to and check for agreement.**

b. Getting unstuck

i. Use thought-provoking questions

- 1. Position the discussion**
- 2. Ask one or more speculative or comparative probes**

ii. Other ideas

- 1. Take a break**
- 2. Take a walk**
- 3. Reschedule the conversation**

c. Types of coaching calls

i. Observed coaching call

- 1. Do not take an active part in the sale.**

ii. Support coaching call

- 1. Primarily there to observe but you may participate to some extent.**

iii. Modeling coaching call

- 1. You do the selling and the salesperson observes you.**

R-TOOLS / CIRIMS

1. R-TOOLS

- a. Consists of eleven tabs on applicant record**
 - i. 1-Screen**
 - ii. Additional**
 - iii. Sales**
 - iv. Remarks**
 - v. Blueprint**
 - vi. Medical**
 - vii. Employment**
 - viii. Tests**
 - ix. Education**
 - x. Prior Service**
 - xi. Feedback (LEADS)**

- b. Market Segment**
 - i. None**
 - ii. School**
 - iii. Workforce**
 - iv. College**
 - v. In-Service**
 - vi. Inactive**
 - vii. Prior Service**
 - viii. Female**

- c. Working Tickler**
 - i. Loaded based on Goaling Letter on the last day of the current week.**
 - ii. No more than 50 records at one time in current working tickler.**
 - iii. DEP records maintained in working tickler through RTC graduation.**
 - iv. LEADS**
 - 1. Contacted with 24 hours**
 - 2. Disposition within 30 days**
 - 3. Maintained in working tickler for four months or until contracted or unworkable.**

- d. Applicant Records will be retained for at least four years after high school graduation.**

- e. Blueprinting done to reduce or eliminate call reluctance.**

2. CIRIMS

- a. **Has six main groups on the main menu**
 - i. **Home**
 - 1. **Displays updates to applications**
 - 2. **Logout**
 - 3. **Change Password**
 - ii. **Modules**
 - 1. **Contact Management and Kit Tracking**
 - 2. **Reservations bought in this section under action**
 - iii. **Utilities**
 - 1. **Tools and Downloads**
 - iv. **Search**
 - 1. **Contact, Recruiter, Station, Police, UIC**
 - v. **Messages**
 - 1. **Can send messages to other users**
 - vi. **Help**
 - 1. **Access online help**
- b. **CIRIMS used for processing and is a lead tracking system.**
- c. **Ensure that quick fill is filled out.**

Delayed Entry Program

1. RINC Responsibilities

- a. **Ensure recruiters comply with instructions and local policies**
- b. **Schedule and coordinate DEP activities/functions**
- c. **Solicit referrals**
- d. **Establish DEP Training Folders (Maintain until RTC graduation)**
- e. **Ensure 72-Hour Indoctrinations conducted within 3 days**
- f. **Ensure DEP Recertification's are complete (Maintain until RTC graduation)**
- g. **Conduct IFA for Deppers Leaving to boot camp**

2. Recruiter Responsibilities

- a. **Mentor and provide guidance (develop and maintain professional trust and bond)**
- b. **Conduct DEP in accordance with instructions and local policies**
- c. **Minimum one in-person or phone contact per week and one in-person mentoring contact once a month**
- d. **Record contact and participation in R-Tools**
- e. **Respond promptly to DEPper needs (Inform and coordinate activity through RINC)**
- f. **Solicit referrals**

3. 72-Hour Indoctrination

- a. Purpose to eliminate buyer's remorse and provide good foundation for relationship**
- b. Must be in dress uniform**
- c. Must be documented in R-Tools and DEP folder**
- d. Zone Sup must give prior written authorization before indoctrination can be held outside of the Deppers home**
- e. Items covered during Indoctrination:**
 - i. Explain titles used in communication**
 - ii. Review contract**
 - iii. Explain Zero Tolerance Policy**
 - iv. Representative of the USN in the community**
 - v. Stay in School policy for 11S's**
 - vi. Notification of change in DEP status**
 - vii. Requirements/objectives of Mentoring contacts and meetings**
 - viii. Referral Recognition Program**
 - ix. DEP PQS**
 - x. Physical Fitness requirements**
 - xi. Your commitment to assisting your Depper**

4. Monthly Mentoring Contacts

- a. Minimum of once a month**
- b. Initial will be at least one week after indoctrination**

5. DEP Meeting

- a. Attendance should be 80% or better**
- b. Prepare quarterly DEP meeting schedule / submit to DEP Coordinator**
- c. Held at least once a month**
- d. Deppers must sign muster report**
- e. Flex-DEP events for those unable to attend regular meeting**
- f. Encourage attendance of friends and family**
- g. Recertification filled out to include height and weight and body fat if within 5 pounds of their maximum weight.**

6. PQS

- a. Two Phases**
 - i. Training**
 - ii. Sign off**

- b. **Maintain PQS tracking sheet**

7. RTC Contact

- a. **Minimum of one personal letter sent NLT one week after ship**
- b. **Retain copy of letter in DEP folder**

8. IFA

- a. **Deppers must pass IFA within 45 days of their ship date**
- b. **Failures will not be shipped**
- c. **Spec Ops and Air Crew are exempt**
- d. **Family members and friends are prohibited from participating in IFA**
- e. **COMNAVCRUITCOM may grant exception to Policy to ship IFA failures**
- f. **Conduct ORM 24 hrs prior to IFA**
- g. **Must sign hold harmless agreement before participation**
- h. **Document on a page 13**

9. SOCFA/AFA (PST)

- a. **Must pass within 60 days of dep in and 45 days prior to ship**
- b. **Will be reclassified if failed**
- c. **Must be documented on a page 13**
- d. **Must sign hold harmless agreement before participation**

10. Dep Recertification's

- a. **30 days and 7 days prior to ship (NIDT conducted 30 days, 7days, and 24 hours prior to ship)**
- b. **Every DEP Meeting**
- c. **Monthly Mentoring Contacts**
- d. **DEP Custody turnovers**
- e. **Whenever else needed**

***Note: Verification of "will grad" status shall be conducted and retained in DEP record and documented in R-Tools**

***Note: Dep Audits will be conducted when there is excessive loss in DEP pool (13% in month, and 2% out month)**

11. DEP Custody Turnover

- a. **RINC must get face to face w/every Depper for turnover**
- b. **Letter must be sent to parents upon recruiter turnover maintain copy in DEP folder and document in R-Tools. Forward original to EPO via COC**

- c. Conducted within 30 days

**ENLISTED RECRUITER PRODUCTION AND
MANAGEMENT SYSTEM (ERPMS)**

1. Consists of planner, applicant log, and PEW
 - a. Planners
 - i. Will be maintained by every recruiter and kept entire time onboard.
 - ii. RINC will retain current plus previous 12 months
 - b. Applicant Log
 - i. Retain current plus previous 12 months
 - c. Production Analysis Training and Evaluation (PATE)
 - i. Retain current plus previous 24 months for recruiter and station
2. Station Planner
 - a. Develop using the following input
 - i. Recruiter's weekly planner/PEW
 - ii. All previously scheduled and known activity
 - iii. Document appointments with applicants last name, education level, and prospecting mode or source code
 - iv. Use minimum or current plus next 4 weeks of station planners to schedule future commitments
3. Recruiter Planner
 - a. May be modified by RINC, ZS, ACR, CR if needed
 - b. Follow instructions for Station Planner
4. Production Analysis Training and Evaluation (PATE)
 - a. Used to collect and analyze data to set objectives for recruiters
 - b. Each recruiter, RINC, and ZS will maintain a PATE and shall be attached to the applicant log for that month (ZS, RINC, recruiter only)
 - c. Utilizes 3 months of data
 - d. Made of the following 4 sections:
 - i. Prospecting Generated
 - ii. Other Generated Activity

- iii. Average time of interview to new contract
- iv. Prospecting Analysis
- e. Build prospecting plan based on strengths and train on weaknesses
- f. Use station averages until recruiter has build up enough of their own data (takes about six to eight weeks)
- g. Considerations for building a plan:
 - i. Goaling Letter
 - ii. Previously scheduled activity/shippers/MEPS schedule
 - iii. Planned recruiting evolutions
 - iv. School Visits
 - v. Planned Area Canvassing
 - vi. Physical training and advancement study

5. Applicant Logs

- a. Interview conducted within 12 months will be considered a carryover.
- b. RINC will conduct a follow-up on all qualified interviews that do not process.
- c. Faxing or emailing applicant logs for Daily Production Review is UNAUTHORIZED.

6. Daily Production Review (General)

- a. Need the following information:
 - i. Status of shippers for current and next out month
 - ii. Production days available for the remainder of the month
 - iii. # Of contracts necessary for NRS, ZONE, and District goal
 - iv. Program goals needed for mission
 - v. Recruiters fair share of mission
 - vi. If current prospecting plan is working and if not are adjustments being made
 - vii. Interviews needed to obtain new contract
 - viii. Program constraints, scheduling problems, special circumstances

7. Daily Production Review (RINC to recruiter)

- a. Held a minimum of once a day
- b. Continually check on recruiters progress throughout the day as needed
- c. Items reviewed during DCS
 - i. Recruiters Applicant Log
 - ii. Planner to ensure appointments/interviews logged
 - iii. Records of new interviews
 - iv. MEPS processing schedule

- v. Working Tickler ensuring records are updated with proper blueprint information
- vi. Records of applicants with new contract dates
- vii. Number of interviews held to date
- viii. Comments on all records marked for DPR
- ix. All records in working tickler ensure they meet requirements of Goaling letter
 - x. Check to ensure no record in WT is older than 5 days
 - xi. Check to ensure all known activity and new commitments are on planners
 - xii. Update station planner
 - xiii. Schedule DEP records for required monthly contacts
 - xiv. Schedule executive interview on DEP personnel shipping within 60 days
 - xv. Recruiters are not authorized to place records in R-Tools

8. Daily Production Review (Z/S to RINC)

- a. Frequency and depth based on RINC experience level
- b. Items reviewed during DCS

- i. Station App Log
- ii. New appointments/Interviews
- iii. Applicants scheduled for MEPS
- iv. BEERS docs
 - v. Completed kits
 - vi. Processing problems
 - vii. Next day plan
 - viii. Accomplished activity
 - ix. Ensure working Tickler loaded w/Goaling letter

STATION MARKET ANALYSIS AND REVIEW TECHNIQUE
(SMART)

- 1. Designed to target quality market centers by showing areas that will provide the best possible success in recruiting.
- 2. Majority of information used in SMART comes from WebSTEAM.
- 3. Components of SMART
 - a. NRS Territorial Map
 - i. Covers stations area of responsibility

- ii. Outlines individual recruiter AOR.
- iii. Red Star indicates NRS
 - 1. If it's a part time office place a "P" on the star
- iv. Blue Star indicates a High school
 - 1. If it has NJROTC place a "N" on the star
- v. Green Star indicates a two year college
- vi. Gold Star indicates a four year college
- vii. Silver Star indicates a trade school/VOTECH
- viii. A 3x5 card will be attached to the map as a legend.

b. New Contract/Qualified Not Enlisted Overlay

- i. Records NC and QNE.
- ii. Data updated quarterly with ASAD.
- iii. Retain previous two years.
- iv. Yellow dot indicates new contract.
 - 1. Identify minorities by placing a "B" for Black, "H" for Hispanic, or an "A" for Asian Pacific Islander.
- v. Red do indicates QNE.
 - 1. Retain for six months or until contract.
 - 2. Place date of QNE next to the dot.
 - 3. Contact QNE at least once a month and will remain in working tickler.

c. Goal Recap Sheets

- i. Retain current plus previous two years.
- ii. Used to track a stations performance and to help stay on track with goals.

d. DEP Status Board

- i. Twelve-month rolling picture of stations DEP Pool.
- ii. Includes Deppers name, high school, ship date, program, number of referrals given, and recruiters name.
- iii. Information at the top of the status board is as follows:
 - 1. School YTD Will Grads target.
 - a. % Of total Will Grad market.
 - b. 1 contract per 50 students.
 - 2. SYTD WG ATTN
 - a. Present number in DEP (11S only).
 - 3. DEP Accessions
 - a. Total accessions for the current month.
 - 4. Total DEP
 - a. Total number of individuals in the DEP Pool.
 - b. Needs to match R-Tools.

e. High School / Community College Folders

- i. Prime source of market ID.

ii. Maintain current plus previous two years.

f. School of Area Responsibility

i. Combination of zip codes and high schools

NOTES: Smart Board will have ASAD, STEAM, and Goal Recap on the left side of the board and territory breakdown on the right.

General Recruiting

1. Military Conduct

a. Applicant will not be refused enlistment based on race, color, religion, national origin, or gender if otherwise qualified.

b. **MISSION:** recruit quality applicants based on direction from the CNO.

c. Recruiting Ethics

- i. Possible court-martial punishment for knowingly enlisting ineligible applicants.
- ii. Do not make verbal or written promises; ensure there is a clear understanding of their agreement with the Navy.
- iii. Recruiters will not intervene directly or indirectly with court authorities on behalf of an applicant.
- iv. Corresponding with individuals incarcerated about enlistment is prohibited.
- v. Notify COC if applicant attempts to bribe recruiting personnel.
- vi. Personal relationships with applicants/Deppers are prohibited.
- vii. Sexual harassment and discrimination will not be tolerated.
- viii. Vehicles will be used for official duties and will only transport applicants and deppers in the line of duty.

2. Security

- a. Names, local addresses, phone numbers will be given to local police and fire departments
- b. All privacy act information including computers must be locked up each night in a security container (i.e. safe, locker with lock)

3. SEMINAR duty

- a. Available to E-6 and above minorities to return to their communities to recruit.
- 4. HARP duty
 - a. Allow junior sailors to return to hometown to assist local recruiting station. (No-cost TAD orders only)
- 5. RDAC
 - a. IRR Officers assisting with recruiting efforts reporting to the CO.
- 6. CO's Standing Orders
 - a. DEP Management- Run an effective DEP leadership program by training / mentoring DEPPERS and identifying and reducing attrition.
 - b. Ethics-Conduct oneself with the up most level of integrity and professionalism.
 - c. Positive Matches-Prompt processing of positive ENTNAC to determine DEPPER eligibility to remain in DEP.
- 7. CNRC Priorities
 - a. Seal
 - b. NAT
 - c. Prior Service Reserve

NOTES:

- Make sure that you are reading the Goaling Letter every month, specifically know the districts goal and CO incentives.
- Train and Document on a consistent basis.
- Know your numbers (i.e. PPR, Interview to new contract ratio) and best mode of prospecting based on PEW.
- Be Professional and Respectful!!!
- Maintain a professional appearance.
- Be aware of all policies, instructions, and procedures used in recruiting.
- Be aware of PQS timelines and Gold Wreath requirements.

RESERVE PROGRAMS

1. Enlisted Programs

a. NAVET

- i. Anyone who served in the Navy or Navy Reserve.**
- ii. Stay same rate.**
- iii. Keep pay grade if obligate within 6 years of getting off active duty.**

b. OSVET

- i. Anyone who served in any military component other than the Navy.**
- ii. Must have job qualifications similar to those in the Navy or Navy Reserves for a direct conversion.**
- iii. No "A" school required and keep pay grade if a direct conversion.**

c. CBVET (not currently available)

- i. Available to veterans from all branches of service to join and serve in a Navy Reserve Construction Battalion (Seabees).**

d. RESCORE (NAVETS and OSVETS)

- i. Recently discharged or separated veterans and IRR personnel in closed rates or otherwise ineligible for enlistment.**
- ii. Must have been discharged within last five years.**

e. APG

- i. Prior Service with civilian occupation and experience comparable to Navy career fields**

f. NAT (Navy Accessions Training)

- i. Non-Prior service program**
- ii. Attends boot camp and "A" school**
- iii. Six year obligation (8 year enlistment)**

2. Montgomery GI Bill

- a. Up to \$302 a month for tuition**
- b. Not required to pay into the GI Bill**

3. General

- a. Drill one weekend a month**
- b. Need 50 a month minimum towards retirement**
- c. Two weeks a year TAD for annual training**

4. CANREC

- a. Be an E-4 or E-5**
- b. Meet active duty eligibility**
- c. Two year contract**
- d. Maximum five years**

KEY TERMS

NRD – Navy Recruiting District

NRS- Navy Recruiting Station

**SMART- Station Market Analysis and Review
Technique**

**ERPMS- Enlisted Recruiter Production
Management System**

**STEAM-Standardized Territory Evaluation and
Analysis for Management Technique**

**PATE- Production Analysis Training and
Evaluation**

ASAD- All Service Accession Data

DEP- Delayed Entry Personnel

QNE- Qualified Not Enlisted

NC- New Contract

RINC- Recruiter-in-Charge

ZS- Zone Supervisor

ACR- Assistant Chief Recruiter

CR- Chief Recruiter

DCS- Daily Coaching Sessions

BEERS-Basic Enlistment Eligibility Requirements

MEPS-Military Entrance Processing Station

**CIRIMS- Command Integrated Recruiting
Information Management Support**

R-Tools- Recruiting Tools

OPO- Officers Programs Officer

EPO- Enlisted Programs Officer

LEADS- Local Effective Accession Delivery System

**ASVAB-Armed Services Vocational Aptitude
Battery**

COI- Center of Influence

SOAR- School of Area Responsibility

RL- Local Lead

RN- National Lead

PN- Pro-Navy

MO- Mail Out

AS- ASVAB

RZ- Prior Service

SS- Selective Service

HS- High School List

RT- Name List

PH- Phone

RD- DEP Referral

RA- Applicant Referral

RI- School Counselor / COI

PD- Personally Developed Contact

WI- Walk In

RP- RAP/HARP/SEMINAR Referral

RAP-Recruiting Assistance Program

RAF- Recruiter Assignment Factor

HARP- Hometown Area Recruiting Program

**SEMINAR-Senior Minority Assistance to
Recruiting Program**

APG-Advance Pay Grade

**RESCORE-Recruiting Selected Conversion
Reenlistment**

OSVET-Other Service Veterans

NAVET-Navy Veterans

NAT-New Accession Training

RDAC-Recruiting District Assistance Council