

INTERVIEW CHECKLIST

THEY ARE COMING IN TO JOIN!
THE PURPOSE OF THIS MEETING IS TO GAIN COMMITMENT TO ENLIST IN THE GUARD!

1. BEFORE THE INTERVIEW

- Be selective! Your time can only be given to pre-qualified people.
- If HS student and time allows, stop by high school and administer practice test.
- Call friends that are in the Guard to start getting them excited about joining.
- Ensure all decision makers will be present.
- Presumptive close- Ask them to bring in source documents and references.
- Suitable location. Your clean and organized office is ideal. In home make sure all your props are accessible. Arrange for applicant to sit next to you.
- Be prepared. What piqued their interest? Have material available.
- Fresh breath, clean uniform, and professional appearance.**

2. DURING THE INTERVIEW

- Put applicant at ease, get a smile, and receive the paperwork you asked for. Work on building rapport. If they don't like you, they will not buy what you're selling.
- Administer the practice test. (Supervised, no phone, scratch paper, keep time. Iowa online test) Ideally this is already done before dragging mom and dad in to watch them score a 6.
- Ask, Listen, Repeat. Any plan they have will be enhanced by NG benefits. This is a conversation not a presentation. Take notes of areas that NG and their interest's match.
- Clarify questions they ask you. Answer the real question! Don't sugarcoat the bad parts. (Deployments, BCT, haircut, or time away from home)
- Clearly and definitively ask them to join. "Are you ready to join the National Guard."**
- Direct process schedule. Your MEPS day will be---. Maximum 10 days contact to contract! Sooner is better!
- Complete packet immediately! Complete packet even without 100% commitment. A lot of times it just takes that first step of signing a document or providing their SF86 info to get them on board. In addition, it alleviates you having to meet with them again. If they're qualified BUILD packet. "Would it be ok if we knocked out the information, I need this evening IOT to schedule you for a physical and test at MEPS. That way if you decide you're ready to move forward when I call you back in 48 hours, I won't have to waste another one of your evenings driving back out here to sign documents. I promise I can't paperwork you into the Guard. You must go to MEPS and pass physical/test... ." TIME MANAGEMENT!!
- Conversational inquiry about friends and family that might be interested.

3. AFTER THE INTERVIEW

- Back brief the plan for processing and schedule.**
- Address counter recruiters. Make sure they are firm in their decision and understand that some friend and family might not be excited about it. By talking, they will be ready to deal with it.
- Call their BFF's and let them know how the interview went and ask them to help support the decision or bring them to "Yes". Stripes for Buddies!
- Text/email to reenforce plan and schedule.

TTPs

1. **Do not sell jobs, units, or bonus. Sell membership.**
2. **Talk less, listen hard for detail, ask questions about them and their future.**
3. **Always clarify, make sure you answer the real question.**
4. **Don't run from the truth. You are a Recruiter; you are paid to ask them to join!**
5. **It's ok if you don't know every answer to their questions. Be honest about it and get back to them quickly with the answer.**
6. **Walk them through the entire process of joining the Guard.... from initial appointment, MEPS, RSP, IADT, Gold Phase RSP, BHO to unit before I covered features and benefits. It's an important part to understand IOT gain commitment. It also allows new recruiters to get comfortable; it's conversational and they know the material well. It allows the recruiter to build rapport prior to selling features and benefits. They can tell stories of basic training, RSP, funny experiences at MEPS or RSP, ETC, ETC. A lot of times they're ready to join after just covering this piece**