



Recruiting & Retention

8 MAY 2020 (PART 3 OF 3)

Presented as part of the Oregon Wing
Professional Development Workshop Series

Welcome



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- ORWG/IG
- Professional recruiting experience

Overview



Week 1

- Beginning with 'Why?'
- The Evolution of CAP Culture
- Moving Onto How
 - CAP Job Description(s)
 - CAP Specialty Track Progression
 - Why Goal-Setting Matters
- Annual Planning Activity for Recruiting
- What Prospecting is, and How to Do it.

Week 2

- What is Cohort Recruiting
 - Steps & Best Practices
 - Tie-Ins with Other Directorates
 - Planning Activity
- What is Year-Round Recruiting
 - Steps and Best Practices
 - Mentoring and Why it's Vital
- Incentivizing Recruiting by Unit Members

Week 3

- Recruiting Skills
 - Sales Training Basics
 - Role Playing Exercise
- Resources for Additional Training
 - Online
 - In-Person
- Starting New Units
 - How it Benefits Existing Units
 - How it Benefits the Wing and the Corporation
 - Tactics, Techniques, and Procedures



KNOWLEDGE

I BELIEVE THAT CHILDREN ARE OUR FUTURE. AND THAT TERRIFIES ME.



Recruiting Skills

Let's Discuss Fundamentals



- ▶ Planning
 - ▶ Covered in Previous Session
- ▶ Prospecting
 - ▶ Covered in Previous Session
- ▶ Sales Training
 - ▶ Approach
 - ▶ Up-Front Contracts
 - ▶ Pain Points
 - ▶ The Close
 - ▶ Leveraging Networks
 - ▶ Follow-Up

Effective Range



ICBM
5,500 km



Trebuchet
300 m



Super Soaker
11.5 m



Recruiter
1 m

Approach



- ▶ Your initial approach matters
 - ▶ Phone
 - ▶ Email
 - ▶ In-Person
- ▶ Knowledgeable
- ▶ Warm & Professional
- ▶ Polished in manner & appearance
- ▶ LISTEN MORE THAN YOU SPEAK

Up-Front Contract



- ▶ Technique for starting a meeting or pitch
- ▶ Prevents ambiguous endings or wasted time
- ▶ Doesn't have to be a hard sell
 - ▶ “When we finish here today, can we agree that we'll both ‘XYZ.’”



Pain Points



- ▶ It's about THEIR wants and needs (you're listening!)
- ▶ Don't inflict pain, solve it.
 1. Ask what they know about CAP (Remember what they say!)
 2. Identify what they are hoping to learn, or hoping to accomplish
 3. Ask for permission to ask questions and/or brainstorm
 - ▶ "Would it be ok with you if I..."
 4. Use questions to guide conversation to learn more about their needs
 5. If appropriate, offer a solution

The Close



- ▶ If your solution (i.e., joining CAP, hosting a unit meeting space, sponsoring a special event, making a donation, etc) makes sense, then seal the deal
- ▶ Recall the up-front contract
- ▶ Have the steps to move forward ready ahead of time
 - ▶ The Apple Store doesn't freeze at the end of an interaction
 - ▶ They know their products, and they have a way to sell them to you then-and-there
 - ▶ They also are totally ok with you leaving without buying
- ▶ Bottom-line, be ready to close, but don't force it

Leveraging Networks



- ▶ You've had a successful interaction
 - ▶ They joined
 - ▶ They determined joining wasn't a good fit
 - ▶ Who else should we speak with?
 - ▶ Do you know someone else who would enjoy flying with us?
 - ▶ Do you know other students that would like to be Cadets?
 - ▶ Helps keep the tank full
- } "I'll think about it," is not a good outcome.
You broke the up-front contract.

Wrapping-Up & Following-Up



- ▶ End interactions on a positive note
 - ▶ “We’re excited to see you at the next Open House!”
- ▶ Keep doors open, don’t burn bridges
- ▶ When appropriate, send a thank-you card, email, or calendar reminder

- ▶ Realistically, there may be some ambiguous endings
 - ▶ Track your leads, prospects, and interactions with them
 - ▶ If someone says call back in 6 months, DO IT!
 - ▶ If someone says don’t call me again, keep track of them to prevent it



Get it?!

Time for a break.

Exercise Begin



SALES CALL

- VFW Commander
 - Want to Recruit Members
 - Want to Meet at Hall
 - Want Financial Support



Exercise Debrief



SALES CALL

- What did you see?
- What would you add/do differently?



Training Resources

Public Speaking Training (Not an Endorsement)



- ▶ ToastMasters (Free?)

- ▶ <https://www.toastmasters.org/>

- ▶ Fearless Presentaitons (\$\$)

- ▶ <https://www.fearlesspresentations.com/>

Sales-Specific Training (Not an Endorsement)



- ▶ Alison.com Free Online Platform
 - ▶ <https://alison.com/courses/sales>
- ▶ MIT Open Courseware
 - ▶ <https://ocw.mit.edu/index.htm>
 - ▶ Business >> Entrepreneurial Sales (15.387)
- ▶ Sandler Online Library
 - ▶ <https://www.sandler.com/video-library/>

Other Training (Not an Endorsement)



- ▶ Sandler Sales Training (\$\$\$)
 - ▶ <https://www.sandler.com/>
- ▶ Hoffman Sales Training (\$\$\$)
 - ▶ <https://sellhoffman.com/>
- ▶ BSA District Committee Training (Free)
 - ▶ <https://my.scouting.org>



Starting New Units

Why Start New Units?



- ▶ Reach unserved & underserved communities
- ▶ Span of Control
- ▶ Chartering neighboring units helps increase awareness & engagement at existing units
- ▶ Our missions demands it
- ▶ We're not a secret & need to stop acting like one!

Guiding Documentation



- ▶ CAPR 20-3(I)
 - ▶ Only mentions community members asking CAP to start a unit

- ▶ CAPP 226
 - ▶ Specifies Master-Rated Recruiting & Retention Officers, “aid in the expansion of Civil Air Patrol through the organization, guidance and assistance in the chartering of new units.”

- ▶ CAPP 4 (Rescinded) How to Start a Civil Air Patrol Unit
 - ▶ <https://www.scribd.com/document/221031541/CAPP-4-How-to-Start-CAP-Unit-10-15-1997>

Philosophy



- ▶ In Aviation

- ▶ Learn to How to Fly
- ▶ Build the Plane
- ▶ Fly that Plane

- ▶ Starting New Units

- ▶ Train Prospective Cadre
- ▶ Build the Squadron
 - ▶ Recruit Cadets
 - ▶ Add Seniors
- ▶ Charter that New Unit

How to Start New Units



- ▶ The way CAPP 4 said:
 - ▶ Non-members come to CAP
 - ▶ Ask the Wing Commander for a Charter
 - ▶ Get a “New Unit Starter Kit”
 - ▶ Magically, everyone is up to speed
- ▶ Shortcomings
 - ▶ Rare to get unsolicited interest
 - ▶ Training requirements have increased
 - ▶ Expectations for support are higher
 - ▶ There's no “New Unit Starter Kit”

How to Start New Units



- ▶ Prospecting
 - ▶ Just like with prospecting for members, fill the pool
 - ▶ Unsolicited interest
 - ▶ Communities with VERY large squadrons
 - ▶ Communities that need STEM/Youth Development
 - ▶ Communities with interest in aviation, but where CAP isn't engaged

How to Start New Units



- ▶ Training
 - ▶ Core leaders – join and train for 12 months before Open House
 - ▶ Assign these leaders to nearby units for support
 - ▶ Level 1, UCC, TLC (minimum)
- ▶ Advertising & Marketing
 - ▶ 6 – 8 months before the Open House
 - ▶ Schools (Middle, High, Community Colleges, Public & Private)
 - ▶ Community Orgs (Rotary, Kiwanis, VFW, American Legion, etc)
 - ▶ Aviation Community

How to Start New Units



- ▶ Open House
 - ▶ Have Cadets from nearby units assist
- ▶ Cohort Recruiting & Training for Cadets
- ▶ Have Saturday Events planned every month
- ▶ Have mentors lined up for specific positions
 - ▶ Cadet Programs
 - ▶ ES/Flight Operations >>>>> Get Qualification Training Started(!!)
 - ▶ Chaplain, HSO, Safety, etc
- ▶ Start Planning 2nd Cohort (it's only 6 months out)



Questions so Far?

In Summary



- ▶ Recruiting Skills
 - ▶ Resources
 - ▶ New Units

 - ▶ Quiz Posted at www.GirdwoodSquadron.com
 - ▶ Suspense: 15 May 2020
- ▶ If you have further questions:
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