

Introduction-

Fill out paper work

Get To know You Sheet and Receptionist Application and Tax Forms

Brief introduction of yourself if they don't already know who you are (Review if you hired them)

- Name Position Brief History with the company- how you'll be working with them

Introduce themselves- Just like training but add in "What kind of Jobs have you had in the past?

Address Questions- We're gonna be here for a while so I'm going to keep it as interactive as possible, ask a lot of questions- I would love it if you were as engaged as possible!

So one thing you may have noticed through introductions is some of you do have had some similar experiences whether it's customer service or call centre and I'm sure the skills you've learned in the past will help you here but I want to warn you that every job is different and today is all about making sure you know exactly what you are going to be doing in *this* role. To do that I find it best if you think of yourselves as a blank slate.

I promise that you will leave here fully prepared to do this job with a clear understanding of expectations and standards. Today is NOT about getting anything perfect it's just about laying the foundation for the skills you'll need moving forward and it's also so that you have something concrete to leave here with to help you excel in the position you're in.

The Binder/Folder I just gave you is going to be your BIBLE so that if I'm busy most of the info you need to succeed can be found in there! I do ask that for the remainder of training just like anytime you're starting something new it's important that you keep an open mind and really try to soak everything in. The best way to do that is take REALLY good notes!

Teach how to take notes!- Anything on my slides is not necessarily in your manuals so it's a really good idea to jot that stuff down!

#1 Recruiting assistant vs. Receptionist

I want to make one thing clear before we start- You'll notice that the title of my training is **recruiting assistant training not receptionist training**. Now this is something I mentioned briefly when I interviewed you but I want to go over it with you in a more detail.

Let's do a quick exercise- **Switch Slide so that just heading receptionist and Recruiting Assistant come up.**

I want you to write down on a piece of paper- words that describe a receptionist- what do you think of when you hear the word receptionist?

Not just what they do- Demeanor? Activities? Duties? Advancement?

Let's share- write on board
Usually ends up like this

Receptionist- These are ones people usually come up with. You can prod if you want but you don't have to get all of these.

- Answering Phones
- Taking Messages
- Passing On Messages
- Directing the call on to someone else
- Emailing
- Invoices
- Paper Work
- Greeting People
- Booking Appt's

Recruiting Assistant

- Booking Interviews
- Giving Information
- Giving Directions
- Lots of Phoning
- Transferrable skills (Could be a stepping stone for another position) Read Jake Coon letter of Recommendation)
- Building experience
- Phoning
- Booking appt's
- Checking messages

3 things that I want on there for sure under Receptionist 'passive/stagnant' and lateral career move- and Administrative usually have to prod this

What about their demeanour in every day activities, do you feel like they go out there and create work or does the work sort of come to them? It usually comes to them right?

So could we call that stagnant or passive what would a good word for that be? Great!

What about in terms of a career opportunity? If I left my job as a receptionist for the VP of one company for whatever reason can I then apply to be the VP of another company because I have the experience? Probably not right? Being a receptionist is usually a lateral move- I Might be able to get a raise or better benefits or something like that at a different job but I'm not going to move to a different position.

So if we were to summarize all of these things we could say a receptionist is: Switch Slide to bring up bullet points

Passive
Does Administrative work
Usually has lateral career movement

Now from what you know of the Recruiting Assistant Role jot down the words you think of when you hear that- See List

So if we were to summarize recruiting assistant in contrast to Receptionist we could say:

Switch slide to bring up bullet points:

Active
Little Admin Work
Skills for Life

I mentioned the idea of being a blank slate earlier right? What I need you to do is take an eraser to the chalkboard that is your brain and erase all of your conceptions of what a receptionist is and REPLACE them with what we've Identified as a recruiting assistant! If you focus on making a lot of calls, being efficient with what little admin work there is and you use all of the resources available to you- and I promise there are a lot! You ARE going to do well here and achieve that letter of recommendation, that's for sure!

What if I asked you to sum up the job in ONE sentence, just one what would that sentence be....write that down. Who wants to share?

Eventually get to:

Booking interviews and getting people to Show Up for the Interview!

It's actually that SIMPLE, one of the simplest jobs in the world! But before you throw your hands up in the air and declare you don't need training, our National Recruiting Manager has some thoughts to share with you about the difference between simple and Easy.

She's actually going to share some thoughts with you throughout training on a number of topics as they come up. They are MOSTLY concepts to help you understand certain things but it never hurts to take notes anyway :)

Play Video Simple Not Easy

Transition- So- are you ready to dive into this Recruiting Assistant thing or what???

Let's look at the Agenda really quickly so we have an idea of how the day is going to go and then we'll get started. As you can see there's a lot of info to cover- chances are if you have a question it's going to be covered at some point so maybe just jot questions down and if there's anything we haven't covered by the last break I'll take questions then :)

Switch Slide

GO OVER AGENDA

Like Sherri mentioned this job is like a Broadway performance, by the time you leave here today you will be highly skilled, highly trained professionals ready to execute your performance 100% on a consistent basis so that is the theme of our Agenda-

CLICK Behind The Scenes- You need to know about the company, how we operate and where you fit in so that's what the first part of today is all about.

CLICK Dress Rehearsal- This is when we're going to go over the scripts- we're going to do a lot of role playing like a dress rehearsal!

CLICK Show Time- You're actually going to get a chance to make some calls before you leave here today!

Cover breaks, bathroom, food, drink, what's happening at lunch

Introductions

Switch Slide

Management Team- What you can expect from me

- Paid on time
- Open communication
- Commitment to your success --- Your success is my success—My office does well when YOU'RE doing well!

Support Structure-

I want to take a minute to address the support structure we have in place for our recruiting program. Now you've already heard from Sherri once so you know who she is, let me explain what she does. Sherri is to be MY coach to help me work better with you and on the recruiting program as a whole in this office, she's another set of eyes on reports and she has a level expertise on the best practices throughout the company. The second function is to be a support system to you, she does a newsletter to recognize you and she has a Facebook group designed to stay in touch with you. I do want to be clear that she does have a level of authority to you that you need to be aware of. We've already talked about how your job is very independent correct? I'm not ALWAYS going to be available to you if you need help, I might be in an interview or a PC, or I might even be on campus advertising. Would it be normal for you to start an entry level job, say at Tim Horton's and have you be left alone on your first day or even ever on your first week? Probably not right? You'd at least have ONE supervisor there with you correct? So while Sherri is here to help and support you, you also need to see her as a sort of remote Supervisor. If she calls/texts/emails/facebook you with some sort of tip/instruction/question, you need to treat that correspondence with the same urgency and respect as if I were here saying that same thing to you. Sherri wouldn't ever ask you to do something that wasn't in the best interest of my business and she has my 100% support in whatever information she shares with you, sound good?

Switch Slide

Company + Product buy-in (review from interview) (20 minutes)

- Company Info
- Anyone know what the BBB is? Explain what it is if not show website link
- Anyone know what the DSA is or what Direct Sales in general is? Examples?
- Direct Sales is a \$12Billion/ year industry in NA- Usually really HIGH QUALITY products with great Customer Service/Guarantee

Switch Slide

- The reason I always felt great about selling CUTCO is because of the Guarantee!- Quickly Review

Switch Slide

Rep position:

- You're going to learn a lot more about the actual rep position when you get a chance to actually watch an interview a little later on but I think one of the main things you need to know is that we work with a lot of students and why that is...
 - Review Slide- University Students, Recent Grads, High School Students
 - Sales schedule = student schedule (our busiest times are Dec/Jan + summer which is exactly when students are available)
 - Great opportunity for scholarships + building resume
 - There's a serious problem in North America and I think that problem is best described by the following MEME...and this one, and this one :) You see the problem is is that we have a lot of highly educated young people working as servers or baristas- Not saying those can't be good jobs just saying that most of those educated baristas would rather be working in the field that they trained for and spent a lot of money working towards. It's a catch 22 that a lot of young people are in- They can't get the skills with out the job and they can't get the job with out the skills. We pride ourselves on being a place where they can connect those dots- we offer entry level positions that will offer the skills for them to use in the future

Switch Slide

Charities we work with- Explain WE/Free the Children

- Explain Front Row Foundation
- *We feel strongly about working with charities because we find that people work hard and are more effective when they are working towards something outside of themselves. We find our reps managers and customers feel better when they aren't always on-self.*

Switch Slide

Company Reputation

#2- Haters Gonna Hate- Shake It Off

I do want to address an important aspect of your role and that is that you are the first impression of the company and your confidence in representing us is absolutely crucial!

So let's just divert for a second and talk about other companies and their reputations. Who in here owns, has owned or is at least familiar with apple products? You know iStuff, phones, pods, pads mini's MacBook's? Great, not surprising considering they are a 100 billion dollar company. Is anyone here one of those people that LOVES their apple products, or at least knows someone that loves their apple products? At the same time does anyone in here dislike or know someone that dislikes Apple products? Can we all agree that if I google I hate apple I'd come up with at least one article that's 10 Reasons apple is actually the WORST?

Great so let's talk about this contrast:

What are the things that people LOVE about their apple products?

Allow them to respond and then condense down to this list and FLIP through on the slide:

They are gooooooooood looking aren't they?

They are easy to use right?

Once you have one it's like you're in a little club right, there's special features for apple users correct?

What do people hate about Apple Products? Allow them to respond and then condense down to this list and flip through:

They are goooooood looking- you pay for the look not the technology

They are easy to use- if you weren't such an idiot you could use a more complicated system for cheaper- laugh a little

It's elitist. One article describes it as cult like brainwashing- for reals

Let's jump quickly to another company reputation

Switch Slide

Anyone ever ate/drank at Starbucks? Again not shocking, another multi billion dollar company So let's do the same thing:

What do people LOVE about Starbucks? Same thing you did before

They write your name on the cup
It's like speaking a different language
European feel- you can linger
Staff is paid well

What do people Hate About Starbucks?- **Same**
They always get your name wrong
You have to speak a different language!
The atmosphere is so pretentious
Overpaid Baristas, do something your Masters Degree!

Is anyone noticing anything here? Is there some conclusions or parallels that we can draw? Doesn't it seem like the very things that some people LOVE about companies are the very things other people HATE? That's what's called paradox and I'm going to explain how that can be. You see Apple and Starbucks didn't just stumble upon these things that people Love about them Steve Jobs and Howard Schultz (founders) consciously created those cultures, they began their companies with a core set of values and they stuck to them. But what happens when you really go out on a limb and be create your own identity and you own culture apart from what everyone else is doing? You're going to get some haters...why? Well I'm pretty sure T- Swift taught us a little something about that am I right? Laugh (prod if you have to haters...gonna hate hate hate?)

The Common Denominator is that great companies are willing to be **hated by some** in order to be **loved by many**. It's like my Mom always told me- You can't please everyone and when you try to you please who???? NO ONE

So why am I telling you this? Because we are one of those great companies that is willing to be hated by some to be loved by others and I wanted you to hear it from me before you hear it from a caller or see it online. So same as Apple being a 100 Billion dollar company and still having a full page of people that HATE them if you google them, you will find equally vocal haters towards our company. By the way have any of you already seen any of that stuff? Perfect! You know what's great about that is that you saw it and had the courtesy and ability to critically think and say to yourself 'that's not what I experienced so I'm going to give this a shot until what I experience matches the bad stuff I read and BTW that's how MOST of the applicants that see stuff react too but again what does T-swift logic dictate? Haters gonna hate:

So let's do the same exercise with us:
What do people love about Vector? Use I - The idea here is that you work your OWN PERSONAL STORY into these points

Flip through points

Flexible Schedules

CUTCO

Base Pay/Commissions motivated to sell and learn sales skills

Travel/Contest

Start With Friends or Family

Learned to generate customer referrals

Small Investment to start own business

For yourself not by yourself

Perfect for a student

What do people hate about Vector? Flip Through Points

Have to set up our own appointments

It's knives, it's the knife thing!

Base pay is weird and not hourly and you have to sell

Always bribing you with stuff like trips

They make you sell to your friends and family

Then ask for their friends and family

They make you pay for the knives

Make you attend meetings and conferences Target Students, prey on them

What do you notice? Same thing right? The paradox is alive and well isn't it?

BTW- Definition of Paradox- a seemingly absurd or self-contradictory statement or proposition that when investigated or explained may prove to be well founded or true. The statement being here that what one person loves about a company another person could hate.

So....what is the point of all of this? Well just like Apple and Starbucks use their culture and their values to achieve their vision and mission we have a vision too. Our Vision is to be Universally recognized as the premier student opportunity in Canada and our Mission is to Be an Arena for people to Learn grow and Dream. The values and culture that we have created are those things that people LOVE, flexible schedules, skills for life, the feeling of working with a world class product, ALL of the things people LOVE point to the Love list on the board. The thing is we're not going to change any of those things because it would mean abandoning our mission. What would have happened if the new CEO after Jobs passed away had come in and said you know what, we've been doing ok but I'd like to appease this other part of the market so we are going to have some products that are REALLY UGLY, super complicated to use, cheap and make no one feel special for having them at all, just totally ordinary?? Disaster!! So because we aren't gonna change you're gonna have haters is my point of this whole thing....

I'm actually going to have Sherri share some thoughts with you on the types of 'haters' we get and the best way for you to deal with that ok?

Play Video- Types of 'Haters' and how to handle.

Switch Slide

So is that pretty clear? We don't need to spend any more time talking about 'haters'? You guys hundred percent understand that no matter what type of hater we get or how well or poorly we handle the call, what do we do?

You got it- T-swift logic dictates----- Shake it Off. And by the way I spent a lot of time talking about the Lovers and the Haters which but there's actually an even larger group we didn't even talk about yet and those are the people that are in between. Most people you talk to will have no strong feeling one way or the other just like a lot of customers don't love or hate Apple products or Starbucks right? It just depends on the circumstance and what they need out of the experience, so don't assume you need to categorize people as lovers or haters just give everyone the same info and opportunity to make a decision for themselves ok?

Switch Slide

How we recruit (recruiting philosophy)

Advertising

If I were to ask you where to find the BEST sales people, could you tell me just one source? What about what the ideal Cutco sales person would look like? Its not possible, right?

Here's what I've learned working with our company --- you really can't tell how well someone's going to just based on their background, their experience, or their resume --- so we want to make sure we get AS MANY people in the door as possible for a couple reasons

- 1- you never know who will do really well
- 2- we believe in giving people a shot – there isn't **one** type of person who does better here than another...
- 3- we can get the BEST people. More people = more awesome people ☺

So we advertise in a lot of different places in order to make sure we reach a lot of different types of people.

BY THE WAY --- its really important that you understand these sources as we go through— because Vectorlive tracks everything and we always want to make sure our stats are accurate. WHY? I'm running a business--- shows us where to invest more + where to cut back (helps us figure out what ads work and what ads don't)

Here are the places we advertise:

-Online --- company places national ads on workopolis, jobpostings.ca, etc. --- show workforstudents.ca + national web ads --- highlight HOW MUCH INFORMATION is in these ads (planting seeds for later)

- Kijiji/Craigslist -- explain why Kijiji ads are brief (really tough filter—20+ offices place ads on Kijiji, 250+ offices place ads on CL, they all use similar words b/c they're describing the same job = ads must be vague so that they go up!)
- On-campus --- explain how we advertise on campus, business cards, posters, table, etc.
- Personal Recruits
- Off-campus (posters, etc)

There are 3 main types of calls that these ad sources will create (these are called touches)

1- Iapps (stands for **INTERNET APP**- Any ad source can come in as an iapp – so they're REALLY important to get a hold of right away.) Our target market = students. Students live online. So iapps = mostly students. By the way does it make sense that if someone filled out their contact info and applied for a job with us we would do everything in our power to get a hold of that person right away? And if we didn't get a hold of them that we owe to the to keep trying since they did apply for a job with us? Great!

2- **Incoming calls** (thru Craigslist, web ads, campus advertising)

3- **Personal Recruits** A lot of times, we find that our best people come from our current people, they have an opportunity to recommend their friends to as many different stages as early as the interview process as well as continually through out their career.

General Keys

- 1- Tell mgr if you ever get a call that doesn't have a source in Vectorlive
- 2- Ask applicant follow-up questions to define the exact source:
ex: "I saw it online" "Oh, ok cool – which website was it on?"
- 3- If someone calls in and says "I heard about it from a friend"
You ask: "does your friend work here?" If yes, PR. If no, "friend/family" is the ad source

Switch Slides

So these calls/apps/PR's we generated are called Touches- From there we will schedule a certain %, a % will come to the interview (that might seem weird to you right now but I'll explain later) Then a % will come to training and a % will finish the program and be a Happy CUTCO REP. Basically it's like a funnel and YOUR job is the most important because you're at the top, you keep the funnel as wide as possible so the MOST people have the opportunity to be on our team.

Why We do What we Do (recruiting Philosophy)

Want to cover some basic tenants of our recruiting philosophies--- make sure you understand these clearly.

Everyone has an opinion of sales:

When you're on the phone, you may find that not everyone wants to work in sales. You may even have one caller who calls and says "oh, if it's sales, I don't want it...."

Why do you think that is?

- don't want to be high pressure
- don't want to rely on commission
- don't want to have to lie/talk people into something

BTW did you know what the best-paid profession is in North America? Sales!!

Don't get me wrong there are going to be some people who are totally comfortable with sales, but there will be others who are really unsure of it. **Just because they're unsure of it though, doesn't mean that they don't want to do it.** What's important is that with every caller, we make sure to talk about how there is no cold calling, no high pressure sales, no telemarketing, no door to door- and there is the guaranteed base pay. --- **We want EVERY caller to come in and check it out!**

Video #3

Switch Slide

Why we're always interviewing and why EVERY CALL MATTERS

We touched on this before, but you can't always tell who's going to do well here. I could show you reps who are the roughest characters out there who have had huge fast starts --- at the same time I've interviewed people that look great on paper and quit after their first weekend because they had such poor work ethic.

But here's why we're always interviewing

- 1- The more people we interview, the more GREAT people we get
- 2- Sales has a high turnover --- we always want to make sure we're staffed
3 day, week, month, yr- There's any number of reasons why someone would only work with us for a short time **Holiday Work Example/Traveling Example** -- regardless of how long someone works with our company, they gain income + valuable work experience
- 3- No limit to how many people we can work with, That's WHY we can have Holiday Work Programs or take people on for just a month in the summer, so we want to give a great opportunity. The economy needs jobs, WE can provide them!
- 4- Big armies always conquer little armies. What's easier--- to get 1 person to sell \$50,000/week? Or to get 50 people to sell \$1000/week? Obviously, the example's a little exaggerated, but you get the point.

BTW, we don't accept everyone. But I do try to give people a shot + the benefit of the doubt. People will fire themselves through training and their first few weeks on the job 😊

Switch Slides

Now, we're going to move into what YOUR Role:

The first thing I want to cover is where you fit into the office as a whole and Sherri is actually going to cover that in this video

Sherri Video-Heart Analogy

Switch Slide

Standards + Priorities

It's important that you know that every day there is one person that is considered the MAIN RA that day. This person is the person that came in first in the morning. They are responsible for maintaining the ORDER of Priority for the rest of the day. The order of priority is detailed on page 8 in your manual. It's good for you all to have it however some of you will never use it as your schedule never permits you to be that person. When the Main RA is leaving for the day it is up to them to communicate with the RA's on evening shift as to the status of the order of priority. MOST times the evening RA's will only have PR calling to do with sporadic lapp calls as they come in and the final round of lapp Calls for the day.

Review Standards- Page 6 in Manual

These are the numbers and standards that we expect from someone working with us. Some of these should make sense since you've seen the videos... the rest of them are things that we'll go over the next few hours 😊 You'll always have this sheet in your binders so that you can reference it.

>>>> MGR briefly explains what each stat/phrase means

Reach %age- I said this earlier but It warrants repeating, doesn't it make sense that if someone has filled out their info and applied for a job with us that we do everything in our power to reach them? So 90% is really a minimum in terms of getting a hold of people

Qualified- Only reasons someone is not qualified is if they are not yet 17 or are 17 but are not graduating high school this year- give example

OR if they do not have valid SIN

If you are getting a significant amount of under 17 yr olds in a day let a manager know,
There is no real reason your Qualified should ever dip below 90%

Scheduled- The biggest thing that affects your scheduled %age is following the approach and answering questions confidently which we'll talk about later. Does it make sense that if someone has seen an ad and was interested enough to apply or call, that their interest in the position should not change after speaking with you? Can you see how that would be a problem? (Smile and let them think about that) Can you see how scheduling less than 90% of people that have applied with us would be really weird? It's important you understand that that 10% of people we don't expect to schedule, INCLUDES the odd hater that we talked about, that includes the odd person that's already come to an interview before, it INCLUDES someone that got another job before we got to them, and it includes people that are physically unable to come in for the interview for whatever reason any other obscure reason someone wouldn't be able to be scheduled those people are ALL already accounted for in the 10%.

Show- It might surprise some of you to hear that we only expect 45% of people to show up. You are probably the type of people that would show up for anything they were scheduled for no matter what whether it was a friends birthday party or a doctors appt. I know I'm that type of person but the fact is not everyone does and that's ok, you don't have control over all of it but the important thing for you to know tho is that you DO have control over SOME of it! A certain percentage of people will never show up no matter how great you are, a certain percentage will ALWAYS show up no matter how great/bad you were and the REST depends on you. BTW some of our BEST reps are the people that it depends on you! 45% is the minimum I've seen RA's with strong Same Day numbers get into the 55-60% range and stay there consistently

SD Scheduled- Same Day Scheduling drastically increases an applicants chance of showing. In the summer months we expect a minimum of 35% given we work with students and they really shouldn't have too much going on to interfere with their ability to come in for the interview. In the non-summer we expect 25% because schedules are busier.

The important thing you need to understand is that these are MINIMUMS not goals to strive for. Do you see the difference between those two expectations? You should be aiming to have these standards and then some!

Outside of Numbers and Standards We do Need to go over some basic rules of the office- Obviously I'm going to try to be as reasonable as possible with these and there will be conversations and warnings before I ever terminated someone, but I wouldn't have hired you if I didn't think I could count on you to be responsible in these areas.

Switch Slide

Turn To Page 5 In Your Manual and let's Review these.

Phone Approach- Because you are the first impression and it's SOOO important that we remain consistent, transparent, and professional I do consider following the approach to be a rule/requirement that if I continually hear you changing words or misrepresenting the script I will write you up for it. It doesn't happen very often but for example representing the pay as hourly is a big problem so that is something I would have no tolerance for.

Attitude- We already talked about the haters, and how sometimes callers can seem difficult, what's important to remember is that those really are such a small percentage, but because they tend to be emotional they FEEL like it's worse than it is. What we're looking for in attitude here is that person that Shakes that's stuff off and keeps on calling

Performance- I'm going to talk about our activity standards at the end of today and explain why they are what they are then but for right now all you need to know is what is written there we just went over the standards so please fill those in,

NonPR 90 90 45 35 60

PR- 40% Schedule 30% Show

Dress Code/Personal Hygiene- Insert your own dress code- Usually business casual through week Casual Sunday

Website/Cell Phone- I ask that you not use our computers for personal use. I'm sure you understand why we have a policy against FB and cell phones at your desk. You are more than welcome to use your phone on your breaks.

Attendance- What I'm going to say is this- my business is a recruiting business, if you are not in your chair when you were scheduled to be that's like me having a closed sign on my door: That's why the attendance policy is as strict as it is. I find I rarely have to enforce these things, most people use common sense and are not sick 3 days in a row without a doctor's note or request 3 weeks vacation in the summer but the policy is there if I need to use it.

Some important points are please let me know in advance of any doctors' appts, please request vacation time at least a month in advance and please note that the first month of every campaign is off limits for vacation time so that is MAY, SEPTEMBER and JANUARY as well as Nov.20th-December20th.

For some things that are a bit more subjective like standards or attitude I will almost always have a verbal conversation with you prior to it getting to a write up stage, we usually will work on your numbers/activity in our daily meetings and it will never get to the point where I need to write you up but for serious objective offences like chronic lateness or cell phone use I will go right to writing you up. Make sense?

Great- Please sign and date to indicate you understand these policies.

CUTTING CLINIC/ LUNCH/DINNER

This depends on what time of day you are running training and how large a group. With small group simply cutting the penny and rope would probably do. For Medium sized group I like to do Cheese, bread, and tomatoes as that highlights the different knives and makes a nice snack sandwich? For large groups I would do a full on Cutting clinic and provide lunch out of it.

Play Be Yourself Videos on loop from Seconding the Interview

Switch Slide

3 Types of Calls

Ok So let's dive into these calls, let's review what types of calls we get?

What's an Iapp? Application from online website work4students.ca we have to get a hold of them

What's a new call? Called from an ad/Poster/Business Card collect Data and schedule for interview

What's a PR? Person recommended by someone that either interviewed or trained with us. Actively calling to inform about job and schedule for interview.

I know you're all excited to get right into the nitty gritty of the approaches but first I want to go over the actual I App program and KEYS to great I APP efficiency. This has nothing to do with what you say on the Call but rather protocol to make sure we speak to Every applicant that applies with us. BTW Doesn't that make a WHOLE lot of sense? That if someone took the time to fill out an application and is actively seeking employment with us that we would do EVERYTHING in our power to speak with that person? Great, I'm glad you feel that way too.

Switch Slide

IAPP PROGRAM This is on page 7 in your Binders and this poster will be in the room you make calls in.

#1 The first 10 minutes is key --- WHY?

- *Because they just applied so we know they are available*
- *Most like to get ahold of them*
- *Students Apply for jobs "en mass" at the same time they apply for our job they may have filled out or sent in 5-10 other resumes. We want to be the first to get a hold of them.*

*Timer (set to go off every 10 minutes)

*Notifier (logged into separately than VectorLive EVERY morning)

Call the iapp w/in 10 minutes of applying

#2 3x's per day is the Champion's Way

*Call once in the morning first thing: all iapps 10 days or newer (only leave message on the first attempt after the double tap if no answer)

*call once in the afternoon

*call once before the last person leaves--- AMs can do this too

WHY do you think its important to call them multiple times/day?

- We reach different people at different times
- It's the right thing to do: They took the time to fill out an iapp, we should take the time to reach them
- Some people NEVER listen to their voicemail or return calls, so we need to call until we reach them.
- People also FORGET to return calls

#3 Double Tap --- When the iapp first comes in, we call twice in a row

Why do you think the double tap works?

People don't answer the phone for a number they don't know... unless it calls back (this lets them know its important)

You might feel like you're stalking people or being creepy by calling multiple times/day... (handle this objection—RAs MUST be comfortable or they won't follow the program--- you should help them see the value of the program.)

And I know it might feel that way, I felt the same way when I was brand new to making calls.. but what I realized is that a lot of people may not pick up the first time we call--- that's why the double tap is so great... I know I never answer random #s that call me. But also, I realized that if they miss a call, they don't write down the number and start keeping track--- so the applicant is probably not even going to realize we've called before... they're just going to be excited b/c we're calling about a job!"

Here's the line we use:

"Hey I know it's a little weird that I just called you twice... we've just been so busy here and I wanted to make SURE that I got ahold of you right away b/c you filled out an application on line—or else I would've never gotten ahold of you.

#4 Leaving Messages- *Don't Need to repeat verbiage just do one example and then when/how to leave messages*

We should leave messages on the 1st day we receive an iapp (after the double tap).

Urgency-building INITIAL message 1st day/2nd day- First round of calling leave this message:

"Hey _____. It's _____ from Vector. We just your received your application. Give me a call back as you soon as you can. You can reach me at #-#-#-#-#-#-#-# again that ###-###-####. When you call back anyone can help you, just make sure they know you are returning a message about your online application. Talk to you soon."

2nd and 3rd Round of Calling leave as NH or NA (do not leave a voicemail)

Urgency building first-week message- Day 3 Round 1

"Hey _____. It's _____ from Vector. We just your received your application _____ days ago. Give me a call back as you soon as you can. You can reach me at #-#-#-#-#-#-#-# again that ###-###-####. When you call back anyone can help you, just make sure they know you are returning a message about your online application. Talk to you soon."

Day 4- Email on VectorLive indicating we are trying to reach them but may not have the right number

They get a txt 48 hours after they apply asking them to contact the office. The email just is an additional follow-up that asks them to call us.

Day 5 and 6 - Same message as Day 3

Leaving message 7+ days

"Hey _____. It's _____ from Vector. We just received your application about a week ago. Give me a call back as you soon as you can, as we are currently interviewing for the position. You can reach me at #-#-#-#-#-#-#-# again that ###-###-####. When you call back anyone can help you, just make sure they know you are returning a message about your online application. Talk to you soon."

The iapp program is always in your binder ASK QUESTIONS IF YOU'RE CONFUSED

BTW- because this program is so important, especially how quickly we call an lapp back, Kristine does about 2 "Test l-apps"/ month. That means she will make a dummy lapp and track how long it takes us to call that number. We call it a Test- lapp it's not meant to "Flunk" you. If anything the test l-app is more of a reflection of me and the coverage we have in place than it is of you :)

Play Jake Coon Video #1

Manager calls iapp in front of Group

ROLE PLAYING- We are Going to be Doing a Lot of Role-play:

Explain why role-play is so important

- You may be nervous doing it with me, but that's ok
 - The reason we do it so much is because I want you to be really comfortable on the phone. The harder you work in training, the more ready you will be when you get on the phone!
 - You may be nervous doing it, or feel silly- that's ok- I felt silly my first time.
 - I'm going to have you do it over and over.

How well you role play will determine how you sound on the phone.

New Call is virtually the exact same just with a bit more data entry at the beginning.

After a few run throughs Walk thru iapp call script "Why we say what we say"

Switch Slide

Pick Top RA from Training and Role Play a New Call on the Training Site

Role Play New Call a few more times

Switch Slide

Why always follow the approach

-1- It works. If you're not getting the results, it's usually because you are not following the approach

-2- Consistent information from phone to interview—we don't ever want somebody to feel misled. ** consistency is key to efficiency ** If people feel like we mis-lead them, its RUINS our credibility! (even if it was an accident)

-3- A one-or-two-word change in the approach could give them a wrong impression. Ex- "flat rate" versus "per hour"

-4- There are a lot of subtle comments and questions that influence the caller's decision to schedule and show. Even SMALL changes in the approach create big differences in results.

-5- It works. Period.

Its kind of like working at McDonalds. If you came in and wanted to open a new McDonalds and your idea was to take the middle bun OUT of the Big mac, do you think they'd let you do

it? NO! Why not? Because the Big mac is made a specific way for a reason (b/c people LOVE it that way)... the approach is the same way. Its written the way it is b/c it works that way!

Bottom line = following the approach is like a recipe—you've got to put in certain ingredients at certain times. If you change the order or proportions, you completely change how the cookies turn out.

Answering questions/keeping control - page 9 in manual

PLAY VIDEO ANSWERING QUESTIONS

Switch Slide

Understand this: questions are forks-in-the-road:

- They will either help you or hurt you
 - Help you by re-establishing control
 - Hurt you by creating doubt and uncertainty
- Must follow-the-approach with these so we don't give the wrong impression of the job

TMI = Too Much Information

- TMI hurts.
- TMI in regards to our job leads to misconceptions
- Have you ever played telephone as a kid? If we change too many things or add things in all of a sudden people have a totally altered idea of what the job is vs. the actual job

TAP. Time-And-Place.

They will get all the information they need at the interview!

- We have a 30-45 minute interview process- we can't explain it all in a phone call!
- I'm ok with not everybody wanting to work here. I'm not ok with misconceptions about the job

Don't be afraid of questions- everyone has them. Understand that HOW YOU ANSWER questions is the most powerful part of your call --- once you give up control the conversation goes way off track.

We're not going to go through every single question that is on Vectorlive because that would take way too much time but I will give you the FORMULA they are all designed with which is in your manual:

- 1) **Always make the applicant feel GOOD about asking the question.**
 - a. Great question, or I'm glad you asked that
- 2) **Focus on what you CAN tell them first**
 - a. What I do know is xyz (repeat what you've already told them)
- 3) **Refer to the Manager**
 - a. "You should jot that down and ask a Manager!"; "My Manager is the best person to answer that" "I know my Manager does cover that in the interview" "Something as sensitive as pay you should really speak to a Manager about"
- 4) **Ego aside and TAP**
 - a. I'm just the receptionist
 - b. This is the info I have
 - c. The Manager spends 30-45mins explaining everything I'm sure you can understand I can't spend that amount of time with everyone, I just book the interviews :)
- 5) **Always re-ask to book them for the interview**
 - a. As I mentioned my manager is the best person to answer that and he definitely will in the interview. Does 615 work for you?

BONUS TIP: When you're new, use it to your advantage and keep things simple:
 "That's a great question! I'm actually super new here so all I really have is the basic information that xyz. I do know that the Manager will go over everything in the interview though so jot that down and make sure you ask him when you come in!"

Switch Slides

Scheduling Objections/Cancelling Objections-

You can do brief overview and Let them review on their own time if you are behind schedule!

Page 10- Scheduling Objections Page 15 Cancelling/No Shows

Sometimes people won't necessarily have a question, they'll just give you a reason why they don't want to schedule or they will call to cancel. BTW when people call to cancel that's actually super nice and responsible of them because a lot of people just don't come! On the other side of the person giving you an objection some people just schedule with you knowing they have no intention of coming so again, even though it can FEEL like people are giving us a hard time they are actually just giving us an OPPORTUNITY to handle that objection for them. So when someone does give us an objection or calls to cancel it's important that we be as RESPECTFUL and as PROFESSIONAL as possible.

We're not going to spend too much time on this because honestly your goal should be to be so good at following the script and maintaining control that you never even GET an objection!

That being said it is really natural in the beginning to get more because you are not as confident in the script so let's quickly go through some of these:

- 1) Scam Objection- remember what I said about Haters? So this is the type that Kristine talked about where they haven't experienced anything yet they are just going off of hearsay. Sometimes you can bring them around by using your own personal integrity, if you've built a lot of rapport this person might just take your word for it if you admit that you've seen that stuff too:

“Oh really? I've seen that stuff too actually and If it helps at all I've been here for _____ mths/yrs and I've never experienced any of the bad things they say about us.”

(still unsure?) USE- FEEL (empathize) FELT (relate) FOUND (describe reality)

“Ok, well I do understand how you **feel**, I've definitely **felt** like that in the past about say a movie. I would read a bad movie review online so I wouldn't want to see it, but what I've **found** is that sometimes the reviews are wrong or the reviewer and I just have different tastes and when I actually see the movie for myself I really liked it! I'm really glad that now I check out movies for myself otherwise I would have missed out on some of my favourites! If that makes sense to you too, I could schedule you and you could get the information yourself and make a decision from there?”

2) Not interested in sales Objection- Remember we talked about the reasons most people are uncomfortable with sales what are they? Don't want d-d or telemarketing, Don't want commissions and don't want to be pushy?

TIP- MOST TIMES PEOPLE SAY THEY DON'T WANT TO DO SALES BECAUSE THEY HAVE HAD A BAD EXPERIENCE. DON'T BE SCARED TO ASK: “Can I ask why you don't want a job in sales? Have you had a bad experience?”

You'll hear things like- “yeah I did telemarketing it was awful”, or “yeah I worked for this company that just dropped us off in a suburb to knock on doors and didn't pick us up until 5pm” or “I had to stand on a corner and sell stuff” or “I sold cell phones at the mall and I had to be really pushy”

Whatever they say respond positively-
Perfect! Because we don't (whatever they said)
See Answers on Page 10

I can't talk right now/Call me back

Green means GO!- If they picked up the phone they can TALK, you just have to be interesting enough that they WANT to talk to you.

Call Backs?- If you get through the whole script and are about to schedule and they ask for you to call them or they will call you back it's no longer a “I don't have time to talk” it's “I don't want to schedule I just don't want to tell you why.” This is called a SMOKE SCREEN Objection.

You need to get down to their real objection, “I definitely can schedule you for a call back however we’ve been so busy I just can’t guarantee we’ll be able to get to you, again so I’d really like to get you scheduled now while I have you on the phone. Is there something in particular stopping you from scheduling now?” Sometimes it’s as simple as they don’t have good clothes for the interview, in which case you would just solve their problem and schedule them for the interview.

Remember with Objections- It’s like anything else. 20% of people will not schedule with you no matter how well you handle the objection. 20% will always schedule just by you having confidence and attempting to handle it and 60% it will depend on HOW you handle it. React positively with a professional courtesy and you will have some really great conversations with people and schedule a ton of people. Also keep in mind though, when you follow the script with confidence and control, the BEST RA’s rarely even GET an objection!

BTW there is that whole page on Cancelling/No Shows. It’s a good idea for you to review before you do a round of No-Shows if you are a lead RA but I’m confident we just aren’t going to have an issue with a lot of no-shows or cancellations:)

Transition-One of the things that will play a key factor in you hitting Standards consistently is your ability to do something called SAME DAY SCHEDULING. Kristine is going to explain a bit about what that is and why it’s so important.

Play Video Same Day

Creating Urgency

Urgency is your ultimate gift.

- **Scarcity Principle** = What is in short supply has more value.
- Example: **Old Comic Books / Baseball Cards**
- Urgency is all about creating scarcity and showing the applicant that our interview times are in short-supply

Bottom line = master urgency/SDE and your stats will be always be on Par

If you’re getting a great SDS it means your Schedule must be good too and getting a great SD show will increase your overall show avg!

TEACH URGENCY PROGRAM / PHRASES- Page 12 in your binder

Teach what phrases create urgency – walk thru urgency phrases in the script

Urgency is the partner to SDE = they go together! Its like PB + J --- one w/o the other and no one would want the sandwich!

Switch Slide

Same day Scheduling- *Page 13 in your binder*

Urgency is one piece of the equation... and Same-day is the ultimate goal.

So we're going to walk thru how to confirm a time for every applicant.

*****How we respond if they CAN'T make that time is just as important as answering a question properly*****

What I'm about to teach you may seem pushy or aggressive, but I assure you it is NOT.

- Spectrum: Wussy – Assertive – Pushy
- Pushy Test: is it threatening? Does it make them feel guilty?
- If the answer is NO to either of these, then it's not pushy
- Most RAs are afraid to be pushy so they ease up and wind up wussy

TEACH: Closing On a Time STEP SYSTEM/ Objection cycle

- Teach the WHYs of Step 1- React Positively, have to be on THEIR side not you vs. them. 2 things are Urgent and we would not continue on to step 2 but simply schedule the next interview that WAS available. Those are an EXAM and a FUNERAL, stress those 2 things being the only Urgent, EVERYTHING Else is Non Urgent!
- Teach step 2- Pick an urgency phrase that applies to a conversation you've already had with them- ie- It's just that I know you wanted to get started right away and this is your best chance of being offered a position
- Step 3- Find a solution
- Step 4- If Yes to solution- Schedule and Firm Up
If No- Totally fine, schedule for next available interview.
- ***Sometimes you will stumble upon a 'smoke screen objection' and you will have to do the whole thing again. THAT'S OK!! At least now you know what's REALLY stopping them and you can help them with that.

Now use real life example- Applicant says "I have to take my NANA to the doctor."

- 1) I can totally appreciate that
- 2) However you did say you wanted to get started right away and this interview would be your best shot at that
- 3) Is there anyway that someone else in your family could take Nana to the Dr's this one time, so that you could make it to a job interview?

****Am I saying the job interview is more important than Nana getting to her doctor's appt? NO- I'm saying that if we can create a solution where both things happen then that is a win win****

4) If Yes- Schedule and Firm Up

If No- Totally fine, schedule for next available interview.

Role-play the whole thing top-to-bottom

How do you feel about getting people to schedule same-day?

(gauge their comfort level, if not comfortable role play AGAIN!)

Switch Slide

Firm Up/Directions- Page 14

Have any of you ever been lost before? How does that feel? What if it's for something really important? Worse, Right?

Don't get people lost- YOU ARE RESPONSIBLE FOR THEM GETTING HERE!

Review Page 14 in Binder

Page 14 has some great tips and info that you should definitely review if you are getting poor shows and you think it may have to do with your direction giving skills. Here are the key concepts

1) Make sure you give them the exact address with exaggerating all the nuances of the prefixes or suffixes:

Is it an avenue/st/rd/pl?

Is there a directional component to the street (East) vs(West) or (SW) vs. (NE) ?

Separate out the Unit number from the building number Unit #'s will mess up GPS's

"That's UNIT 208, the BUILDING that you will want to put in your GPS is 1615 10th Ave (emphasize) SW (emphasize) it's really important you have SOUTH WEST. Can you just repeat that back to me?"

(Use YOUR office as an example and exaggerate any components)

The bottom line is that in this day and age we DO know that most people are going to use GPS or some form of technology. You can give them directions until you are blue in the face but for the most part they will ignore you and assume their smart phone knows better so you better give them and make sure they have the RIGHT Address. HOWEVER, you will get some peoples attention with this phrase. "Your GPS will probably get you most of the way here however I'm going to give you a few LANDMARKS and keys to our building so that we get you right to our door ok? You have a pen and paper?"

In order to put them at ease finding the place (remember they're nervous) we want to make sure that their reality meets the expectation of what we told them was going to happen. (Walk through these steps keeping YOUR office location in mind)

- 1) How much time will it take? So since you're coming from _____ it will take about _____ mins
This way if their GPS says different they know they have the wrong address
- 2) What will they see once they are in the area?
When you get off the bus/train/get to the area you'll see _____ (landmarks of neighborhood)
Stay away from things like "on your right", or "to the left", people will come from all different directions and that will just confuse them)
- 3) What is specific or different about your building?
Our building (is next to, is by, is across from) (most obvious landmark in your area)
Our building (is called, is _____ colour, is _____ stories, is _____ style <storefront, office space, old>)
- 4) Best Place to Park (if Driving)
- 5) How do they get to the office door? Is there a code? Where are you NOT located?
The best entrance is _____
We are on _____ floor
Take the stairs/elevator etc.
If you see _____ you are on the wrong floor/gone too far etc.

Give them Copy of Directions in Vectorlive

ROLE PLAY IF TIME

switch slide

So what we've just taught you since starting these scripts is actually the 5 KEYS to being an effective Recruiting Assistant, and by the way they all apply to PR's too so you are ahead of the game. Just to review the 5 keys they are:

Follow The Approach- Remember the Chocolate chip cookie Recipe!

Build Rapport- We haven't talked a TON about this but you were all hired because you are friendly and genuinely interested in people and being on the phone. Building rapport will be something you do naturally once you get used to the script, it's all the "in between the lines" stuff that will make the script sound more like YOU. Don't worry too much about it now- first get the script down

Urgency /Value- Remember they go together like PB&J and will help you Same Day Schedule which will be a huge key to your success

Answering Questions- Confidence is Key, remember to follow the formula and you will be fine.

Firm Up/Directions- Be super professional, set expectation, give clear and concise directions. Bonus tip- if they say they can't write the directions down tell them you'll call them back and leave the directions on their voicemail.

Now Remember how I said because lapps were so important Sherri would Test the time it took us to call an app back? Well she does the same thing about twice a month for new calls. This time she's looking to see how well you are executing the 5 Key areas. You won't know it's her but she will give me feedback for us to go over. BTW she is not going to be a super rude or difficult caller because that is not what you deal with most of the time but she will object to your first attempt to SameDaySchedule her so she can see how well you handle that and she WILL ask at least one question. Don't worry no one gets fired over a poor Test Call, it's designed to be a TOOL to help you get better, not punish you! You won't all get one since she only does 2/mont per office but if you do, trust me it will help a ton!

switch slide

Play PR Video

PRs:

So in terms of Standards for PR's this is what you can expect when you follow the program and script

40%+ Scheduled --- You should schedule 40% or more of the PRs you reach for an interview

30%+ Show --- PR shows tend to be a little lower than non-PR shows but 30% is the standard and we strive for 30+(%).

25 calls/hr- It's not enough to just have the percentages with PR's. PR's are a numbers game when you have lots of them to work with! They are like digging for gold, sometime you hit rock, sometimes you're just slinging dirt, the key is to Stay ACTIVE during a PR shift and it will all work itself out. It's easy to move on from the not great stuff when you're always moving closer to the good stuff!

3 Scheduled/hr- ie- 4 hr shift should equal 12 Pr's scheduled

Play Mike Monroe audio if you have time- If not save for next time PR calls are going to be made and play it before

Go over approach and Role Play

switch slide-

One last concept before we make calls bc it applies to both PR calls and iapps! It's the whole feeling we want to give to the call. The big picture concept and Jake's going to explain it:

Jake Coon Video #9

The time has come- How are you feeling???

One at a time you're calling with me- don't worry they will be old iapps and old Pr's the goal is to get your firsts out of the way so that next time you come in you're ready to dive right in.

Before you make calls I want to introduce you to the activity logs we use, they are in the back of your binder. Now the computer tracks something called your Daily receptionist Log- so we can always go through and see you how many call backs you schedule or how many Not Interested's but one thing the computer doesn't do a great job of is helping you stay focused on how many calls you make/hr. Because the receptionist log is something we don't really look at until after the shift- and btw usually we only look at it if there is a problem with your stats..Activity tends to be a sort of out of sight out of mind type of thing- make sense? So I've just found that sometimes in the run of an hour an RA can FEEL quite busy but they actually aren't, ya know you make a call, you take a sip of coffee, you see if there's a voicemail, you scroll through your list, all of a sudden an hours gone by and you've made 10 calls, not a great situation right? That's why here in Canada we use something called an activity log. It's super easy to use and ALL it is tracking is how many calls you made, how many people you talked to that didn't schedule and how many people you booked. The idea here is that the average call to a person WITH leaving a voicemail if they don't answer is 90 seconds, that means if all you ever did was dial and leave VM's you could make 40 calls in an hour, so really 25 calls/hr is NOTHING. Now we do know that Booking someone takes about 10mins so that takes away your opportunity to make more calls right? SO using the 90second benchmark, mathematically speaking booking 3 people in an hour is the breaking point where you can no longer physically make 25 calls in that hour. ALSO if you happened to get a lot of calls where you TALK to someone but they can't book that can affect your ability to make 25 also. So here's the deal, the standards are that you EITHER make 25 Calls/hr OR you Book at Least 3 OR You talk to at least 5 people that you spent at least 5mins+ with. Does this sound fair? Given that it's physically possible to dial and leave messages for **40 people in an hour** does 25 seem unreasonable? Great, I'm glad you don't think so either :)

So what we do in Canada is at the END of your shift you post a picture this activity log to the Facebook page along with the Best Part of Your Day- so maybe you did an awesome job handling an objection, or you Same Day Scheduled a ton of people, however your day went it's always good to leave thinking about a big Win you had that day!

Ok- so grab your scripts, your logs, It's Call Time!

(Set them up Properly on Vlive, make sure they know who they are calling)
(Celebrate firsts just like a phone jam)

#3 Closing Comments

I said in the beginning the job is simple not easy, I promise that even though the job might not always be easy it WILL be rewarding and it WILL be in a fun environment. Has anyone had a particular challenging job, like telemarketing or outbound call or customer service over the phone?

What was the job?

Has anyone ever said you *changed their life* by doing your job or thanked you profusely?

That doesn't happen in a lot of jobs but that will happen here- that's the type of opportunity you have. We will also give you exceptional phone skills that you can take with you if you choose.

This office has big goals ([share your goal](#))_____

You have an opportunity to be a part of something big and you will have a hand in life changing moments I can promise you that!

Thanks for your investment of time and energy today. Make sure you fill out your time sheet with today's hours, including the hours of watching the Vectorlive video. Also please grab a copy of the office schedule. In Regards to the schedule I just wanted to remind you of what we covered in the interview. Everyone is starting off on a 2 week probationary period where the hours might be somewhat sporadic with everyone having an even amount of hours. Some of you expressed in your interviews the desire for more hours which there will be an opportunity for as we build this summer. That being said hours will be earned based on performance, now I don't want you to get too hung up on the word "performance" what I mean by performance is simply work ethic, the people that work the hardest will earn more hours accordingly- make sense? Everyone will get their guaranteed part time hours but there will be an opportunity for some of you to move into full time hours as we get you established and hitting minimum standards.

Another thing I'd like to address is the fact that you will see me continue to interview and hire for this position. Maybe not right away as I've invested a lot of time in energy in training you today but here's the thing:

I fully expect that you'll enjoy working here and I will enjoy working with you! That being said I have no expectation that you stay on in this role if you are not happy or don't feel you are excelling. It's too important of a role in my organization to have someone in it that isn't FULLY ENGAGED and excited. I promise I will do my best to support you in this role, however in the event that it doesn't work out I need you to know that I typically will keep someone no longer than one week. Given the role is so important to the everyday functioning of the office that means I need to be constantly running at full staff- plus one or two. So if you see me continuing to interview and train people it's for 2 reasons; 1) and the most common is we might get totally swamped with PR names and I need to have back up callers 2) there's a small chance this might not work out for every person that starts in this role for a variety of reasons and I need to make sure I can quickly replace them so as to not disrupt my organization. I told you in the beginning that there would be open communication between us so I'm not telling you this to intimidate you I'm just keeping my word on that promise of communication.

We just have one last video from Sherri- once it's done you're free to pack up, if anyone has any personal one on one questions I can stick around for a bit but otherwise we'll see you next shift!