

Vector Marketing Canada Recruiting Assistant Training Manual

Name: _____

Manager: _____

Date Started: _____

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Recruiting Assistant Binder: Table of Contents

Introduction.....	3
Rules and Structure.....	4
Standards.....	5
lapp program and Leaving messages.....	6
Order of Priority	7
Answering Questions	8
Scheduling Objections.....	9
PR Specific Scheduling Objections.....	10
Urgency/Value Phrases.....	11
Handling Same Day Schedule Objections.....	12
Cancellation/No show objections.....	13
Tips to succeed.....	14
On-going training.....	15

Appendix I- Scripts

lapp

New Call

Personal Recruits

Campus Call Back

Appendix II

Time Sheet

Activity Logs



Welcome to the Vector Canada Call Team!

Congratulations on being selected to join our organization. At Vector Canada we pride ourselves on always succeeding and competing at the highest levels, so know that we are very committed to helping you grow and develop in your new role. Vector Canada's mission is, "to be the arena where everyone can learn, grow and dream". Our management team takes that mission very seriously – whether that's working with our sales reps to help them build the skills necessary to go after their dreams or that's working with you to help you develop a strong skill set or brainstorming new solutions to help you hit your professional and personal goals.

In this letter and packet, we will lay a foundation for your success here and walk you through some basic concepts.

Here are two keys to succeeding at Vector:

1. **Seek Constant And Never-Ending Improvement:** (you'll hear us talk about "CAN I " --- this is what we mean) As the saying sometimes goes, "the only thing that happens by default is mediocrity." We will work with you to support your skill set development, but ultimately, the responsibility for your growth rests on you. The difference between average and great Recruiting Assistants is undoubtedly a commitment to being great. Seek to learn always and you'll do well here.

2. **Ask for help when you need it:** We'll never be upset with you for asking questions or seeking help. If you're ever unsure about what to do or how to improve, just ask. Our job is to support and help you. We will, however, be very upset if you struggle in silence. In order to help you build skills, build your resume, and succeed, we need to know how you're doing and where you need help.

We tell our sales reps this in training, but you should know this as well... that your success really affects our success. By that, we mean that when YOU are hitting our standards and performing at a high level, our team will be functioning efficiently as well.

Thank you in advance for your hard work, we look forward to getting to know you more through your training. By the way, it's pretty natural to be nervous when starting something new, so if you're feeling that way, don't worry. Our training and development programs are nationally renowned and you have many resources available to help you. You may feel a little shaky on the phone your first few days --- I felt the same way when I was new. Keep practicing and you'll find that your skills and confidence will grow. Let's rock this!

2017 Vector Canada RA Office Rules

Recruiting Assistant Discipline Policy

1. Phone approach

To ensure consistency, RAs are expected to read the approach clearly and accurately to all callers.

2. Attitude

RAs are expected to uphold an excellent attitude at all times. This includes the avoidance of gossip, griping, victim mentality, complaining about callers and any other general poor attitude. RAs are expected to vent if necessary and direct complaints to their direct manager, not peers or reps.

3. Performance

RAs are expected to perform at weekly division standards with a minimum of 25 calls per hour or 5 reached applicants, or 3 scheduled; whichever happens first. Standards are listed below (any campaign changes will be communicated)

Call type	Qualified	Scheduled	Show	Same Day Schedule	Same Day Show
iApp/Incoming	_____	_____	_____	_____	_____
PR	_____	_____	_____	_____	_____

4. Dress Code

Remember you are the first person that the applicant will meet, and their first impression of Vector. Please dress neatly and professionally.

5. Website use

All use of technology on the office computers, (facebook etc) should only be used for business purposes. Personal cell phone use of any kind is only permitted in _____ (location) during _____ (times).

6. Attendance

RAs are permitted to miss work 3 ways:

i) Pre-arrangement with the manager a month in advance. These requests are not guaranteed, and some blackout dates during busy times, may apply. No more than one week of unpaid vacation per campaign will be authorized. Statutory holidays are not a given, (however appropriate extra pay will be added) they will be discussed on a case by case situation with your manager.

Office Blackout Times are: _____

ii) Appointment with a doctor.

Non-emergency- RAs are expected to notify the manager at least one week in advance.

Emergency- RAs are expected to call at least an hour prior to their shift to notify their manager.

RAs are expected to present a signed doctor's note for all appointments, emergency or not.

iii) Use points. RAs have 5 points allocated during a Vectorlive calendar month. A tardy costs 1 point, and absences without a doctor's note cost 4 points. If the RA exceeds 5 points, they will be subject to the discipline steps outlined below:

1st offense- write-up

2nd offense- suspension

3rd offense- termination

Please sign to indicate that you understand these policies as they have been explained to you:

_____ Date: _____

Vector Canada Standards

Area	Min.	Key Influences
Reach % (Applicants reached vs. lapps Received)	>90%	Calling right away, Double Tapping lapps, Calling more than once/day. Leaving appropriate messages.
Sched % (Applicants Scheduled for an interview vs. Spoken to)	>90%	FOLLOW the script. Answer questions with confidence but avoid TMI. Reach apps in a timely fashion.
Same Day Schedule (% of Applicants scheduled for that Days Int/ Total applicants scheduled)	>25% - Remember this is for the week- aim higher on Mon-Wed when there are more int's	1) Ask them their schedule FIRST 2) Key Phrase "I know we are really busy right now and my Manager is hiring on a first come first considered basis so I'm going to try to get you in as soon as possible.....ooh I found a toonie!" (toonie is actually today's interview ☺) 3) Work <i>with</i> them not against them when handling objections.
Show % (%age of applicants that came to the interview/Applicants Scheduled)	>45%	Rapport, collecting correct information (email addresses, phone numbers, correct spelling of names, etc.) DIRECTIONS, firming up the interview.
Efficiency- Number of shows/# of people spoken to that day	<2.5	Reducing CB's, High SD Sched, High SD Show% Making a lot of calls :)
Email Collection	95%	Ask! Repeat back to them to ensure correct spelling. Reassure why you need it and don't judge (some people are embarrassed- their email is honeybearxox@ hotmail.com- Who cares!

PR STANDARDS

Scheduled %- Number of Personal Recruits scheduled from names collected	>40%	Consistency in calling. Keeping record and varying call times.
Scheduled #- Number of PR's you can get scheduled in an hour if you are ONLY making PR Calls	2/hr	Make a lot of calls- 20-30/hr. Follow the script. Use get to know you sheet's. Set a goal. Keep track of your stats.
Show %- Percentage of Personal Recruits that come to the interview/ Scheduled	>30%	Same as regular applicant, RAPPORT even more so, know lots about the rep who recommended them, always have their application in front of you and notes on them.

Vector Canada I-app Program

1. The first 10 minutes is key

*Notifier

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

*Call once in the afternoon

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

3. Double Tap

It's important to call twice in a row to try to REACH the iapp. If they answer, here's the line we add:

"Hey thanks for picking up! 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 because you filled out an application online—or else I would've never gotten ahold of you."

4. Leaving 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 Canada. We just received your application. Give me a call back as soon as you can. You can reach me at 555-555-5555 again that's 555-555-5555. 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 (do not leave a voicemail)

Urgency building first week message-Day 3 Round 1

"Hey _____. It's _____ from Vector Canada. We just received your application _____ days ago. Give me a call back as soon as you can. You can reach me at 555-555-5555 again that's 555-555-5555. 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 indication we are trying to reach them but may not have the right number.

Day 5 and 6- Same message as Day 3

Leaving message 7+ days:

"Hey _____. It's _____ from Vector Canada. We received your application about a week ago. Give me a call back as soon as you can, as we are currently interviewing for the position. You can reach me at 555-555-5555 again that's 555-555-5555. 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."

Order of Priority

*****always handle incoming calls FIRST over any other type of call*****

First thing:

- Log into the iapp notifier
- Touch base with your manager: role-play, cover workshop and ask for daily goals
- Check voicemail for missed calls from previous evening
- Call iapps (all newer than 10 days)
- Call reminder calls (should be very few)
- Call-backs (just the ones for that day)
- PRs
- No-shows from the day before or from today

Middle of the day:

- Call iapps (newer than 10 days) for a 2nd time
- Keep calling PRs/taking incoming calls

End of the day:

- Call iapps (newer than 10 days) one more time (total of 3 times per day)
- Keep calling PRs/taking incoming calls

Handling Multiple Calls/ How to put someone on hold

1. Interrupt immediately:

"Ooooh! Hey listen, sorry to interrupt, but I'm getting another call. I'll be back in 30 seconds... I'm going to put this other caller on hold. You get first priority for scheduling."

2. Then you flash over:

"Hello Vector Canada, this is ____."

(Yea Hi, my name is _____. I read about a job opportunity on Craigslist. It didn't say much. So what's the job?)

"Hi _____! I'd be happy to help you with that. What's your last name? And what's your phone number?

*Okay, great! I am actually on the other line. I want to make sure to give you my **complete** attention and a **thorough** job description. So I'm going to put you on hold and I'll be back in about 5 and half minutes, okay?"*

3. Then flash back: (don't apologize--- build urgency)

"Hi _____. Thanks for being patient. Like I said, it's been so busy in here!"

4. Continue with script.

Answering questions/keeping control

It's important to know that MOST callers aren't going to ask any questions at all. Some are going to ask one or two questions, but they'll keep most of them for the interview. Every once in awhile, you might have a REALLY CURIOUS applicant who has many more questions! Which is great- it just means that they are really working hard to find the right job for them. It's important though, that you treat each of these callers the same.

Don't be afraid of questions- everyone has them. Understand that HOW YOU ANSWER questions is the most powerful part of your call.

Rules for Answering Questions:

1. Always make the applicant feel GOOD about asking the question.
"Great question!" or "I'm glad you asked that!"
2. Focus on what you CAN tell them first.
"What I do know is xyz..."(repeat what you've already told them, sometimes they just missed something)
3. Refer to the manager
"You should jot that down and ask the 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 the manager about that."
4. Ego aside
 - a) I'm just responsible for booking the interviews, I'm just the receptionist
 - b) This is the info I have
 - c) The manager spends about 45-60 minutes explaining everything, and 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 after you've handled the question.
"As I mentioned, my manager is the best person to answer that and he/she definitely will in the interview. Should I put you down for 6:15pm?"

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..... I do know that the manager will go over everything in the interview though so jot that down and make sure you ask him/her when you come in!"

How to navigate questions and answers on VectorLive:

Any specific questions about the product, pay, schedules etc will be available to you on the bottom right button during the FIRST page of the approach. The answers to further questions pressing for more info or to call back will be available after the first page during scheduling. SEE objections in Vectorlive Script in your Appendix.

Scheduling Objections

I'm not interested in sales/don't want a sales job:

"Oh, have you ever had a job in sales before? Can I ask why?"

1. Doesn't want commission: *"Perfect, because we do have a guaranteed base pay of \$XX so it's not just commission-based. By the way, the product is also REALLY good, you HAVE to see it in the interview to believe me, but seriously it's high quality." Ask a question to regain control.*

2. Doesn't want to be pushy: *"Perfect! That's why we have the guaranteed pay so that our customers don't feel pressured to buy and our reps are only allowed to see people who are interested in the seeing the product. By the way, the product is also REALLY good, you HAVE to see it int he interview to believe me , but seriously it's good." Ask a question to regain control.*

3. Doesn't want door-to-door or telemarketing: *"Perfect! Because we only work through referrals, so you'd be never calling through the phone book or wandering around neighborhoods if you were selected." Ask question to regain control.*

I'm at work right now/Can't talk/I'm busy right now:

(Be empathetic, but remember they obviously already answered their phone, so they can't be too busy)

"Oh, that's ok, this will actually just take a couple of minutes. We've been SOOO busy, I'm glad that I got hold of you. I'll give you the short version ok?" Continue with the regular script.

My friend worked there and didn't like it/didn't do well:

(Remember that everyone has different experiences working. If people don't follow the program, they probably won't do well.)

"Oh, I'm sorry to hear that. I can understand how you would feel like you might not like it/do well if your friend didn't like it/do well. I've felt that way in the past- if a friend didn't like or didn't do well in a class, I felt like I probably wouldn't either; but what I've found is that sometimes people just like or do well in different things! Because I've liked or done well in classes that my friends didn't. so now I try to check things out for myself. If that makes sense to you too, I could go ahead and schedule you for the interview just so you can get the information for yourself and make a decision from there, sound good?"

I've hear this is a big scam:

(Don't be negative towards them, or combative, understand that they just have been misinformed)

"Oh really? I've seen that stuff too actually and if it helps at all I've been working here for _____ (months/years) and I've never experienced any of the bad things they say about us. (still unsure?) Ok, well I do understand how you feel, I've definitely felt like that in the past about movies. I would read a bad review online and then 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'd have missed out on some of my favourites! If that makes sense to you too, I could schedule you and you could meet the manager for yourself and get the information to make a decision from there?"

PR Scheduling Objections

I already have a job right now:

(Keep in mind that a lot of the people who work with us work part time)

“Oh where do you work? Do you like it there? Well actually we have some people who work as little as 5 hours a week, but still with the \$XX pay they’re able to make some good cash on the side.”

I’m already really busy with school:

(Most of the people who work here are students!)

“Oh, that’s probably why _____ recommended you. We actually we work with a lot of students, because we have really flexible schedules to fit around classes and offer a lot of scholarships. Some students who work with us have even been able to earn university or college credit. Where do you go to school?

I’m actually away at school right now:

(Figure out when they’re going to be home next or on break)

Let them know we have offices all over and probably one near them at school

“When do you think you’ll be home next? Just so you know, we do have offices all over and probably have one near you at school... that way you could earn some extra money for school and for the weekends” ☺

I have no idea who that person is:

Repeat their name or nicknames the person may know them by. Or ask where they went to school because they may know them through school and just not realize it at first. Then laugh and say:

“Well to be honest ____ rep’s name _____ just went through their phone and recommended anyone he/she thought might want to make some extra money, and really who doesn’t right? So you might have met _____ at a party, or in class once and forgot about it, I know that happened to me all the time as a student. Like I said, I just have some brief info and if you like the sound of it, I can set you up for an interview, ok?

Can I talk to my friend and call you back?

“Of course you should talk to your friend about it, we’ve just been so busy I’d hate for you to lose your spot for an interview. How about I get you scheduled for a time that works, to reserve your spot and then if anything changes after you talk to your friend you can call me back, sound good?” :)

Calling old PR Names

Hi **NAME** this is **YOUR NAME** from **Vector Canada** ... how are you?

Hey, I know this is really out of the blue, but the reason I was calling is I actually worked with your friend (**NAME**) last summer (or whenever the rep worked) and he/she had recommended you for a position with our company. We didn’t get ahold of you then, but we do have some part-time positions open right now, so I figured I’d give you a call since I had your information on file.

Do you remember _____ Friend’s name _____ telling you anything about it? (NO)

No, ok, well I’ll go ahead and fill you in then...(go into normal approach)

Yes- Ok, well just to quickly review (go into normal approach starting with job description)

Urgency/Value Phrases to Ensure Same Day Schedule

1. At the beginning of the call:

"Did you have any problems getting through today?" "It's been so busy here that I thought you may have gotten a busy signal/had trouble reaching us"

2. During rapport:

"Oh, I JUST got off the phone with someone who also...."

- *goes to (that school)*
- *is taking (program of study)*
- *has a lot of extra curricular activities*
- *has another job*
- *plays (specific sport/extra-curricular)*
- *lives in (specific area of the city)*

"is having trouble finding work in this economy"

****If they say no?*** "...Really? Wow, you're lucky! Everyone I'VE talked to says they can't find work right now"*

3. When you offer a time

Pause 3 seconds when finding an interview time and use filler words

"Alright (Applicant Name). Let me take a look at my schedule and see what my manager has left...It looks like...(pause)...umm....hmmm, let me see....OH! I could actually SQUEEZE you in today at (interview time). Does that work for you?"

"Hmmm, gosh it's been such a busy summer, we've been interviewing a lot of people."

4. - During the objection cycle

"The only reason I ask if you could re-arrange is because we've been SO busy that the manager has opened up his/her schedule for today— he/she told me he/she wanted to start people as early as (next trng day)... so hmmm let me see what we could do... (provide solution... if they say no, move to next time)"

BONUS TIP:

When you put someone on hold:

"Hey, sorry about that... I might need to put you on hold quickly again at some point in the call just because we've had so many people applying with the new _____(however they heard about the job) ____ ad... just a head's up. SO anyway... (back into the script)"

Handling Same Day Schedule Objections

ASK FOR INTERVIEW—

“I know that this is short notice, but I do have a time available today... its not until _____.”

- If they say that they cannot come in, ask “**Oh, what do you have going on?**”

AGREE/ EMPATHIZE—

“I totally understand that is important, however....”

CREATE URGENCY—

“It is in your best interest to come in, because....”

“I wouldn’t want to wait if I were you because...”

- “We have had so many people applying and I would not want you to lose your chance to come in.”
- “The manager is looking to fill positions right away.”
- “You will be able to leave the interview knowing whether you have a position with us or not.”
- “We are starting training as soon as_____.”
- “It is a first come, first considered basis.”

OFFER SOLUTION—

Look at the other sheet of paper for help.

ASK FOR INTERVIEW AGAIN.

“So does that _____ time work for you?”

Giving Great Directions

Why do good directions matter?

Good directions can dramatically improve your show. People tend to be nervous about going to an interview anyway, so your goal is to make them feel comfortable and confident about getting them to the interview location quickly and easily.

Rule #1 = Simple, Simple Simple:

Goal is to simplify directions

Goal is to get them into their cars or on the bus.

Fact: Wordy directions lower confidence with unsure applicants and irritate confident ones.

Directions must be delivered with simplicity with the objective being to **MAKE THEM COMFORTABLE** and **FOCUSING** on the things that are **NOT** in GPS or Googlemaps. Ask yourself how can I make sure that when an applicant arrives what they experience is exactly what I said they would experience?
(REALITY MUST MEET EXPECTATION)

ie. How much time is the trip expected to take? How far from the last bus stop is our door? What will they see once they get to the area? What is next door? Where is the entrance located? Is there anything unusual about the location? Is it an office within a building, or a stand alone? Is there construction they need to be aware of?

Rule #2 = Slowly, Slowly, Slowly:

You must give them directions as if you're giving them a 5 year old. (remember they need time to be able to keep up to you, as they're writing)

There's no such thing as speaking too slowly.

Speak normally and utilize pauses so they can write down the directions

Rule #3 = Step 1, Step 2, Step 3:

Step 1. Create comfort and shorten perceptual distance

"Where are you traveling from?"

"Oh, that's really close and it's easy to get here from there"

"We have / have had people who work here from there"

Tell them exactly **HOW** you are going to give them directions

"I'm going to first read you our address in case you want to google it after. I'll give you some simple directions and then a landmark or 2 to let you know you're close"

"Paper and pen?"

Step 2. Get them from Point A to Point B in as FEW steps as possible

Skeletal directions = Read directions like they would jot them down

You do not have to form complete sentences

Hwy 59N (PAUSE), Exit 42 (PAUSE), Left at first light (PAUSE), We are on the left hand side / 1st building after McDs (PAUSE)

Step 3. Firm-up = Have them read it back and reassure them

"Go ahead and read those back to me so I can make sure I didn't get you lost"

"Like I said, it's really easy to find."

If they say "I know where that is," respond with: "Great, then I'll give you the short version of directions"

Cancelling Objections/Interview No Shows

I don't have any interview clothes...

"I totally understand, we did schedule you asap because we've been so busy. What the best outfit you can put together? Perfect! I will let the manager know that you are aware that the setting will require professional attire in the future, but that this was the best you could do on short notice, ok?"

I don't have any transportation...

That's okay, I can give you directions using public transportation it's really easy...

If out of range of public transit or no gas/bus money:

I totally understand, do you have a parent/sibling/relative/friend/neighbour that might be able to give you a ride? Great, just have them give me a call if they need further directions.

I read some bad stuff online...

I'm sorry to hear that. Any multimillion dollar company that has been around awhile is going to have positive things as well as negative things written about them in some blog online- General Electric, Walmart, Microsoft, McDonalds... Reading those isn't always the most reputable source. Vector has actually had some very positive articles written about us in the Wall Street Journal, one of the most reputable news sources in the North America, saying that we are a great for students. Some universities use our training program in their curriculum to teach important business skills. I think it's great that you took the time to research our company and I would encourage you to come in for an interview to get the full story for yourself. Would you like to go ahead and do that?

I'm leaving for school soon...

I totally understand, and I do want to let you know that we actually have special 3 to 10 week work programs for students. That way you can save up a little extra money for school before you go. And if you qualify you can even transfer to an office near your school, to work part time around your class schedule. So does [interview time] still work for you?

I got another job...

Congratulations! I do want to let you know that this position offers lots of flexibility and makes it easy to work around other commitments like school or work. If I were you I would come to the interview/training anyway just in case things don't work out with the other company. So does [interview time] still work for you?

My parents don't want me to work... (interview)

I totally understand, even if you don't plan to take the job, I would recommend that you still come in for the interview just to get the experience and all the information about the company. That way when you are ready to work you'll already know what we're all about. Does [interview time] still work for you?

My parents don't want me to work... (training)

I totally understand. I do want to remind you that this position offers lots of flexibility and makes it easy to work around other commitments like school or another job, so your parents don't need to worry you'll always be working and school will suffer. And in training they teach you about important time management skills that can actually help you with your studies. Is this week's training still going to work for you?

Vector Canada's TOP 7 TIPS!

TIP #1: Read the approach WORD-FOR-WORD!!!

TIP #2: Stay in control and remain confident when answering questions

If the caller asks a question at the opening of the call (what kind of job is this? where are you located? etc.), say:

“Are you scheduled for an interview?” (The answer is usually no.)

“Oh, are you calling about the positions we have available? (Yes)

“Okay, I can help you with that. Can I get your name please?”

Always use the VectorLive responses to questions on the bottom right!

TIP #3: Always be creating urgency!

Remember phrases like:

“We’ve been so busy lately”

“We’re taking so many applications”

“We’ve had lots of people *just like* you...”

Tip #4: Build rapport right from the beginning of the call.

Good questions to ask to make them feel comfortable:

- How do you like school? (If they’re a student)
- How’s that job going? (When they have another job)
- When was the last time you were in school? (If they aren’t a student and aren’t working)

TIP #5: Focus on Same Day Scheduling

If they say they have something going on when you offer them an interview time, ALWAYS, ALWAYS, ALWAYS say: “Oh, what do you have going on?”

You might be able to find a solution to their conflict so that they CAN come in today. Remember even if you can’t get them same day scheduled, the fact that you tried so hard still build value and increase the show for the interview you did schedule them for. Especially by using a phrase like, “Unfortunately we don’t have any interview times left for today, so the soonest I can get you in is _____ time tomorrow. How does that sound?”

TIP #6: Be professional and friendly, not desperate.

Remember we *want* them, but we don’t *need* them. You are never expected to let someone walk all over you, or be rude to you. In most cases (except for PRs) this person has applied for work with us. Never forget, we have a great opportunity to offer them and the interview is the answer to their questions. If they are not understanding that, they probably wouldn’t be a good fit for the position with us anyway.

TIP #7: Have the caller read the directions back to you.

Before you read the directions, say:

“By the way, I’m going to have you repeat them back to me, just so I know I didn’t mess anything up for you, so let me know if you need me to repeat anything or if I’m speaking too fast, okay?”

On-Going Training

Important Resources:

1. Group Facebook page (Team Canada Call Team)
2. Weekly Newsletter

Assignments for Your First Shift:

1. Search Team Canada Call Team on Facebook and request to join the group
2. Watch Order of Priority/VectorLive Tips and Strategies on Youtube channel (only if you are/will be the Main RA in the the morning. RAs only responsible for PR calling need not watch the order of priority video)

Notes