PQS QUALIFICATION SHEET

Advanced Enlisted Recruiter Module

Rate/Name of Trainee	Date Reported To Command	Date Basic PQS Complete

PQS Standard	Trainee (Signature)	PQS Qualifier (Signature)	Date
1. Recruiter Awards and Recognition			
2. Station Market Analysis and Review Techniques (SMART)			
3. Recruiter Production Management System (RPMS)			
4. Area canvassing and Itineraries			
5. Sales			
6. Reserve/Active Recruiting Programs			
7. Prospecting			
8. WEBRTOOLS/CIRIMS			
9. High School and College Canvassing			
10. Applicant Processing			
11. DEP Leadership/Management			
12. Final Qualification			

	Discuss/ Initial			Demonstrate/ Initial			Remedial/ Re-qualify		
	T R A I N E E	T R A I N E R	D A T E	T R A I N E E	T R A I N E R	D A T E	T R A I N E E	T R A I N E R	D A T E
1. Recruiter Awards and Recognition									
a. Explain the following incentives:									
1) NAVCRUITDIST Awards instruction									
2) NAVCRUITREG Awards instruction									
3) NAVCRUITCOM Awards instruction									
4) RCAP									
2. Station Market Analysis and Review Techniques (SMART)									
a. Identify and explain the function of all segments of the SMART system and how they relate to each other									
b. Demonstrate the ability to explain the recruiter territorial breakdown and high propensity areas									
3. Recruiter Production Management System (RPMS)									
a. Discuss recruiter responsibility in the development of the station planner									
b. Discuss recruiter responsibility when conducting a DPR									
c. Demonstrate the ability to build a prospecting plan utilizing all modes of prospecting to include social media/networking									
d. Kit tracking									
e. Describe how to use the NAVCRUITCOM Reserve Attainment Report									
f. Discuss the purpose of the Production Analysis/Training Evaluation (PATE) Sheet and how the accuracy of all entries increase success									
4. Area canvassing and Itineraries									
a. Explain the purpose of an Area Canvassing Plan (ACP)									

	Discuss/ Initial			Demonstrate/ Initial			Remedial/ Re-qualify		
	T R A I N E E	T R A I N E R	D A T E	T R A I N E E	T R A I N E R	D A T E	T R A I N E E	T R A I N E R	D A T E
b. Explain the proper planning and development of an ACP using the following applicable elements									
c. Explain the importance of pre-prospecting for an ACP									
d. Demonstrate an ACP									
5. Sales									
a. Describe the need satisfaction selling process									
b. Establish rapport with an applicant									
c. Blueprint an applicant and record all the information in WEBRTOOLS or CIRIMS									
d. Describe the goal, when and how, of the opening skill set									
e. Demonstrate the ability to support an applicant's need(s) using a key support feature relating the benefit(s) to the applicant's circumstances									
f. Describe and demonstrate the goal, when and how, of the closing skill set									
g. Describe and demonstrate the when and how of the Indifference skill set									
h. Describe the when and how of the following applicant concerns									
1) Skepticism									
2) Misunderstanding									
3) Drawback									
i. Demonstrate the ability to resolve/handle an applicant's concern									
j. Demonstrate/Simulate the ability to effectively handle a QNE on deck at MEPS using VALOR & applicant information/needs									
k. Demonstrate the ability to log into and complete a full sales lab utilizing the Navy Recruiting Simulation Tool (NRST)									

	Discuss/ Initial			Demonstrate/ Initial			Remedial/ Re-qualify		
	T R A I N E E	T R A I N E R	D A T E	T R A I N E E	T R A I N E R	D A T E	T R A I N E E	T R A I N E R	D A T E
l. Conduct a sales lab with the DIV-O or DLCPO									
6. Navy Reserve/Active Recruiting Programs (COMNAVCRUITCOMINST 1130.8). Identify current programs/explain requirements:									
a. NAVET									
b. OSVET									
c. Direct Procurement Enlistment Program (DPEP)									
d. Recruiting Selective Conversion for Reenlistment Reserve (RESCORE-R) program									
e. Navy Challenge program									
f. School Guarantee (SG) program									
g. New Accession Training (NAT) program									
h. Professional Apprenticeship Career Track (PACT)program									
i. Prior Service Reenlistment Eligibility (PRISE) III program									
j. Advanced Electronics Field (AEF)/Advanced Technical Field(ATF)									
k. Heritage Language Recruiting (HLRP) program									
l. Loan Repayment Program (LRP)									
m. College First Program (CFP)									
n. Navy Music program									
o. Advanced Paygrade program									
7. Prospecting									
a. Discuss and Demonstrate the ability to generate appointments in the following modes:									
1) Phone									
2) DEP referrals									
3) Other referrals(COI, applicant, HARP/SEMINAR and other service)									
4) PDC									

	Discuss/ Initial			Demonstrate/ Initial			Remedial/ Re-qualify		
	TRAINEE	TRAINER	DATE	TRAINEE	TRAINER	DATE	TRAINEE	TRAINER	DATE
5) LEADS (Local and National)									
b. Describe the prospecting requirements for LEADS									
c. Describe the prospecting requirements for Online Applications									
d. Discuss and Demonstrate the ability to blueprint applicants in the following areas:									
1) BEERS									
2) Medical									
3) Police									
4) Moral									
8. WEBRTOOLS/CIRIMS									
a. Demonstrate the basic operation of the Prospect Record System (to include the Working Tickler function, record query and all market segment requirements)									
b. Create, update and document an applicant data/prospect record to include blueprinting, contact history, referrals, awards etc									
c. Explain how a properly completed applicant record generates an almost complete applicant log entry									
d. Update DEP record									
e. Describe the recruiter's responsibility for data record location									
9. High School and College Canvassing									
a. Demonstrate the proper usage of a high school/college folder									
b. Conduct a school/campus visit accomplishing the minimum activity required by the high school/college folder									
c. Prepare and deliver a Navy presentation to a group (faculty, staff, or student body)									

	Discuss/ Initial			Demonstrate/ Initial			Remedial/ Re-qualify		
	T R A I N E E	T R A I N E R	D A T E	T R A I N E E	T R A I N E R	D A T E	T R A I N E E	T R A I N E R	D A T E
d. Discuss and demonstrate the ability to develop Centers of Influence (COI)									
10. Applicant Processing									
a. Explain EST testing and retesting policy									
b. Explain the policy and administration procedures for initial and retesting of the ASVAB									
c. Physical Processing									
d. Applicant Lodging									
e. Special Testing and Waivers									
f. Reserve Applicant Flow									
g. CIRIMS Reservations (Book/Unbook Reservations)									
h. Drill/Indoctrination requirements. (Attach/Submit Drill Verification via CIRIMS)									
i. Discuss and demonstrate the ability to prepare a basic enlistment (AC/RC) kit, including active and NAVET enlistment, NAVET affiliations, NAT, DPEP, and OSVET									
j. Waiver enlistment (local and higher authority)									
k. Explain the requirements and procedures for completing JPAS									
11. DEP Leadership/Management									
a. Explain the importance of and demonstrate the ability to conduct a 72-hour DEP indoctrination									
b. Conduct a DEP Re-certification									
c. Discuss DEP referral techniques									
d. Prepare and conduct a DEP meeting under supervision of the LPO/LCPO utilizing the Electronic DEP Tool Kit and START Guide contents									

	Discuss/ Initial			Demonstrate/ Initial			Remedial/ Re-qualify		
	T R A I N E E	T R A I N E R	D A T E	T R A I N E E	T R A I N E R	D A T E	T R A I N E E	T R A I N E R	D A T E
e. Explain how to advance through PQS and the Referral Recognition Program (COMNAVCRUITCOMINST 5305.1)									
f. Discuss the requirements for future Sailor/parental contacts from swear in at MEPS to the final letter at RTC									
g. Discuss the importance of sales to continuously probe future Sailor's needs and resell them with relevant features and benefits									
h. Discuss what it means to be a mentor/leader to all future Sailors; preparing them mentally and physically for success at RTC to include the START guide and DEP PQS									
i. Explain the requirements and procedures for DEP PQS and NIDT testing, reporting, and drug module completion requirements									
12. Final Qualification									
a. Attend PSA workshop within six months from report date (maintain copy of certificate in recruiter training jacket)									

13. Record of Qualification:

    a. Recommended for PQS Qualification Board.   Date: _____

I, _____, certify that _____
   (Name/Rate/Qualifier Position)   (Name/Rate/NAVCRUITSTA)
is ready for final qualification by a PQS Board for the position of Advanced
Enlisted Recruiter.

Qualifier's Signature _____

    b. Qualification Board: Date: _____

We certify the examinee to be fully qualified for the position of Advanced
Enlisted Recruiter.

_____   _____
Board President (Name/Rate/Position)   (Signature)

_____   _____
Board Member (Name/Rate/Position)   (Signature)

_____   _____
Board Member (Name/Rate/Position)   (Signature)

_____   _____
Board Member (Name/Rate/Position)   (Signature)

_____   _____
Board Member (Name/Rate/Position)   (Signature)

    c. Reviewed: Date: _____

Executive Officer, NRD_____   _____
                                     (Signature)

    d. Approved: Date: _____

Commanding Officer, NRD_____ _____
                                     (Signature)

    e. Service Record Entry (ESR entry)   Date: _____

Administrative Officer, NRD_____ _____
                                     (Signature)

You are hereby granted an extension. Your new maximum qualification date is
_____. (Attach a copy of extension request with justification).

_____
        NRD Executive Officer

Copy to:
Member's Training Record
SBR

                          Enclosure (2)