

SALESMANSHIP SKILLS

Skillfully persuading prospects to join the navy; using navy benefits and opportunities effectively to sell the navy; closing skills; adapting selling techniques appropriately to different prospects; effectively overcoming objections to joining the navy.

- 9 — A prospect stated he wanted the nuclear power program or he would not sign up. When he did not qualify, the recruiter did not give up; instead, he talked this young man into electronics by emphasizing the technical training he would receive.
- 8 — The recruiter treats objections to joining the navy seriously; he works hard to counter the objections with relevant, positive arguments for a navy career.
- 7 — When talking to a high school senior, the recruiter mentions names of other seniors from that school who have already enlisted.
- 6 — When an applicant qualifies for only one program, the recruiter tries to convey to the applicant that is a desirable program.
- 5 — When a prospect is deciding on which service to enlist in, the recruiter tries to sell the navy by describing navy life at sea and adventures in port.
- 4 — During an interview, the recruiter said to the applicant. I'll try to get you the school you want, but frankly it probably won't be open for another three months, so why don't you take your second choice and leave now.
- 3 — The recruiter insisted on showing more brochures and films even though the applicant told him he wanted to sign up right now.
- 2 — When a prospect states an objection to being in the navy, the recruiter ends the conversation because he thinks the prospect must not be interested.
- 1 —

Example of a Behaviorally Anchored Rating Scale for the Dimension *Salesmanship Skill*

Source: Walter C. Borman, "Behavior Based Rating," in Ronald A. Berk (ed.), *Performance Assessment: Methods and Applications* (Baltimore, MD: Johns Hopkins University Press, 1986), p. 103.

Figure 9-9