

VALOR QUESTIONS FOR PQS BOARDS

1. NAME THE **6 SALES PHASES** OF THE RECRUITING ROADMAP?
 - a. **ENGAGE** A PROSPECT
 - b. **ASSESS** THE POTENTIAL
 - c. **CONNECT** THE OPPORTUNITIES
 - d. **REVEAL** THE VALUE
 - e. **WIN** THE COMMITMENT
 - f. **MENTOR** THE FUTURE SAILOR/COLLEGIATE

2. WHEN THE APPLICANT MAKES THE **DECISION TO ADVANCE**, WHAT ARE THE **5 STEPS**?
 - a. DISCOVERY
 - b. ALIGNMENT
 - c. POSITIONING
 - d. DISTINCTION
 - e. COLLABORATION

3. IN PROSPECT ENGAGEMENT SKILLS, WHY IS **DISCOVERY** SO IMPORTANT?
 - a. UNDERSTANDING THE PROSPECTS WANTS, NEEDS AND DECISION CRITERIA BY ASKING VALUE-FOCUSED QUESTIONS

4. IN PROSPECT ENGAGEMENT SKILLS, WHY IS **ALIGNMENT** SO IMPORTANT?
 - a. BUILDING AUTHENTIC RELATIONS BY CONNECTING THE NAVY'S OPPORTUNITIES WITH THE PROSPECTS PRESSURES, PLANS AND PROBLEMS.

5. IN PROSPECT ENGAGEMENT SKILLS, WHY IS **POSITIONING** SO IMPORTANT?
 - a. CREATING A POSITIVE PERCEPTION OF THE NAVY'S OPPORTUNITIES BY HELPING THE PROSPECT RECOGNIZE THE NAVY'S ADVANTAGES.

6. IN PROSPECT ENGAGEMENT SKILLS, WHY IS **DISTINCTION** SO IMPORTANT?
 - a. DEVELOPING A PROSPECT'S PREFERENCE FOR THE NAVY BY DISTINGUISHING THE UNIQUENESS OF THE NAVY'S VALUE FOR THEM.

7. IN PROSPECT ENGAGEMENT SKILLS, WHY IS **COLLABORATION** SO IMPORTANT?
 - a. WORKING TOGETHER WITH YOUR PROSPECT THROUGHOUT THE RECRUITING PROCESS AND MENTORING THEM THOURGHOUT THE DEP.

8. WHAT ARE THE 4 DIFFERENT TYPES OF **DISCOVERY QUESTIONS** YOU MAY ASK THE PROSPECT?
 - a. OPEN-ENDED
 - b. CLOSED-ENDED
 - c. THOUGHT-PROVOKING
 - d. VALUE-FOCUSED

9. WHAT ARE THE **5 R'S** OF HANDLING **PROSPECT OBJECTIONS**?

- a. RECOGNIZE
- b. RELATE
- c. REALIZE
- d. RESPOND
- e. RE-INFORCE

10. GIVE ME AT LEAST 2 TYPES OF **PROSPECT OBJECTIONS**:

- a. APATHY - "I DON'T CARE..."
- b. DOUBT - "I DON'T BELIEVE..."
- c. CONFUSION - "I DON'T UNDERSTAND..."
- d. OBSTACLE - "I DON'T LIKE..."

11. TELL ME A FEW OF THE **NAVY'S UNIQUE VALUES**:

- a. TRAINING
- b. RESOURCES
- c. EXPERIENCE
- d. BENEFITS
- e. RELATIONSHIPS
- f. BRAND AND REPUTATION

12. WHAT DOES **P.O.I.N.T.S.** STAND FOR?

- a. PURPOSE
- b. OUTCOMES
- c. INTELLIGENCE
- d. NEEDS
- e. TEAMS
- f. STRATEGY

13. **DRAW A WHITEBOARD:**

