



Comprehensive Communication Skills

Communicating to Engage

Building Trust	Establish Rapport <ul style="list-style-type: none"> • Nonverbal (eye contact, body language, etc.) • Verbal (pleasant voice, appropriate volume, enunciate, energy, etc.) • Monitor surroundings 	Listen Actively <ul style="list-style-type: none"> • Acknowledge • Clarify • Confirm
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Prospecting and Interviewing

THE PROCESS	PROSPECTING	INTERVIEWING
Prepare	<ul style="list-style-type: none"> • Review information • Set objectives • Plan strategy 	<ul style="list-style-type: none"> • Review information • Set objectives • Plan strategy
Execute	<p>Open</p> <ul style="list-style-type: none"> • Greet • Set agenda (what/why) • Check for acceptance <p>Discuss/Present</p> <ul style="list-style-type: none"> • Ask targeted questions (motivators/values) • Present targeted solutions (features/benefits) • Check interest • Pre-qualify using APPLE MD (Age, Prior service, Physical, Law violations, Education, Marital status, Dependents) <p>Address concerns</p> <ul style="list-style-type: none"> • Ask questions to understand (acknowledge/clarify/confirm) • Answer honestly <p>Close</p> <ul style="list-style-type: none"> • Restate benefits • State next steps • Ask for commitment 	<p>Open</p> <ul style="list-style-type: none"> • Greet • Set agenda (what/why) • Check for acceptance • Ask about changes to APPLE MD <p>Discuss/Present</p> <ul style="list-style-type: none"> • Ask targeted questions (motivators/values) • Present targeted solutions (features/benefits) • Check interest <p>Address concerns</p> <ul style="list-style-type: none"> • Ask questions to understand (acknowledge/clarify/confirm) • Answer honestly <p>Close</p> <ul style="list-style-type: none"> • Restate benefits • State next steps • Ask for commitment
Follow Up	<ul style="list-style-type: none"> • Plan after-actions 	<ul style="list-style-type: none"> • Plan after-actions





Communicating to Engage

Presenting and Influencing Unit Decisions

THE PROCESS	PRESENTING	INFLUENCING UNIT DECISIONS
Prepare	<ul style="list-style-type: none"> • Set objectives • Plan strategy • Gather information 	<ul style="list-style-type: none"> • Set objectives (including type of briefing) • Plan strategy • Gather information
Execute: Construct	<ul style="list-style-type: none"> • Develop body <ul style="list-style-type: none"> – Key points – Transitions – Plan for interaction • Develop closing statement • Develop opening statement 	<ul style="list-style-type: none"> • Develop body <ul style="list-style-type: none"> – Key points – Transitions – Plan for interaction • Develop closing statement • Develop opening statement <p><i>Follow military protocol as per FM 101-5</i></p>
Execute: Deliver	<p>Open</p> <ul style="list-style-type: none"> • Greet • State BOAT (Background, Objectives, Agenda, Timeframe) <p>Discuss/Present</p> <ul style="list-style-type: none"> • Present topics • Encourage interaction <p>Address concerns</p> <ul style="list-style-type: none"> • Ask to understand (acknowledge/clarify/confirm) • Answer honestly <p>Close</p> <ul style="list-style-type: none"> • Review key points • Request commitment, if appropriate • Ask for questions • Capture leads/referrals • Thank the audience 	<p>Open</p> <ul style="list-style-type: none"> • Greet • Set expectations (what/why) • Check for acceptance <p>Discuss/Present</p> <ul style="list-style-type: none"> • Present analysis • Present recommendation • Check for reactions <p>Address concerns</p> <ul style="list-style-type: none"> • Ask to understand (acknowledge/clarify/confirm) • Answer honestly <p>Close</p> <ul style="list-style-type: none"> • Review key points • State next steps • Ask for appropriate commitment
Follow Up	<ul style="list-style-type: none"> • Plan after-actions • Pursue leads/referrals 	<ul style="list-style-type: none"> • Plan after-actions

