



NATIONAL GUARD BUREAU

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ARLINGTON VA 22204-1382

ARNG-HRR

15 June 2018

MEMORANDUM FOR NG J1 RRF (All-Entire RRF)

SUBJECT: SMOM 18-053, Recruiter Sales Training Contracting Policy

1. The following guidance is issued through the Chief, Strength Maintenance Division, COL Robert E. Kuster, regarding the use of commercial Sales Training in support of Recruiting Missions to the 54 States and Territories. This information supplements NGR 601-1 regarding the use of Exceptions to Policy (ETP) for approval by the Chief, Strength Maintenance Division, regarding all commercial sales related training.
2. Effective immediately, the approval for a one day (1) Sales Related Training Event is now delegated to the Recruiting and Retention Commands (RRC) for a maximum dollar threshold of \$5,000.00. Delegating the approval threshold to Commanders will greatly reduce the number of ETPs and reduce the Government's risks of paying above fair market value for commercial Sales Training events. The RRC shall submit an ETP request not less than 30 days prior to the proposed scheduled event date to the Chief, Strength Maintenance Division for action concerning any single day commercial Sales Training event that exceeds the \$5,000.00 threshold. No such event will occur unless approved in writing as an exception to policy by the Chief, Strength Maintenance Division. The ETP request must include the below requirements.
3. For commercial Sales Training that exceeds 1 day of Training, the maximum amount for RRCs to submit for ETP approval is \$15,000.00. RRCs must submit an ETP request in accordance with the guidance set forth in paragraph 2 above, and the requirements below. An ETP request submitted by RRC must provide in a narrative format the following information:
 - a. A statement requesting approval for an exception to policy.
 - b. Contract action amount.
 - c. Current Period of Performance.
 - d. Contract Description. States must describe the nature of the Sales Training and how this Sales Training will augment current recruiting mission.
 - e. An explanation whether the commercial Sales Training will be conducted in lieu of training by NCOICs. If so, provide an explanation why this training is chosen over that of senior organizational trainers.

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f. An explanation describing why commercial Sales Training cannot be provided by other means per NGR 601-1 section 9-8 guidance.

g. An Impact Statement. The RRC must assess how commercial Sales Training will impact unit mission. In addition, RRC Commanders must review the background of the commercial trainer and provide an assessment concerning:

(1) The qualifications of the contractor to provide the training.

(2) The expected benefit to the Commander's force.

h. A Mitigation Plan. The RRC Commander must describe how the State will avoid Organizational Conflict of Interest (OCI) with the procurement recruitment of sales trainers.

4. Effective immediately, all request for attending collective or regional recruiting conferences or workshops will be coordinated by HRR Leadership or the Strength Maintenance Advisory Council (SMAC) prior to commitment of funding for these events. In doing so, the Government reduces the possibility of purchasing training events that are covered by the SMAG and other HRR quarterly training efforts.

5. RRC Commanders that conduct Sales Training in their units will validate credentials of all Sales Contractors before submitting an ETP for a sales related training event. In addition, RRC Commanders will ensure that any and all OCIs are adjudicated prior to engaging the contractor for sales related training. For definitions of OCI, please contact your local Staff Judge Advocate.

6. As a courtesy, the HRR-Contract Oversight Branch will publish a list of approved GSA Vendors that provide Sales Training on a National and Local level, for States who wish to use these vendors. ARNG Contract Oversight Branch does not endorse, approve, or recommend these vendors as the only source of qualified sales trainers. The list of approved vendors are provided as a starting point for RRC Commanders to engage these services. The location of these GSA approved vendors can be found at The Contract Oversight Branch MilSuite Page at: <https://www.milsuite.mil/book/groups/arng-hrr-contract-oversight-branch>.

7. The RRC Commanders and subordinate leaders shall not release their email addresses or contact information to any unauthorized sales personnel without the consent of the RRC Leadership.

8. The point of contact is David M. Gilliam (703) 607-0462 or ng.ncr.ngb-arng.mbx.hrr-a-review@mail.mil.

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A handwritten signature in black ink that reads "Robert E. Kuster II". The signature is written in a cursive style with a long horizontal stroke at the end.

ROBERT E. KUSTER II
COL, AG
Chief, Strength Maintenance Division
Army National Guard