



National Defence

Défense nationale

Canadian Forces Recruiting	Centre de Recrutement des Forces
Centre Detachment Toronto	Canadiennes, detachment Toronto
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April 6th 2016

On January 15th 2016, *Real Results Sales Training* delivered training to an audience of thirty-one Canadian Armed Forces recruiters in Toronto. Training was provided in consultative and added value relationships; sales call structure and planning; prospecting/appointment setting skills; referral selling skills; networking planning skills; questioning, listening, probing and summarizing skills; opportunity qualifying skills; presentation skills; and objection handling, negotiating and closing skills.

As Armed Forces members, the subject matter covered was largely alien to us, as we do not normally consider ourselves "sales" or "customer service" professionals. In fact, my staff found the whole idea to be threatening. I was concerned that it would be impossible to bring about the necessary cultural shift required to enable my recruiters to track leads and influence them. Thankfully, the trainer was quick to break down my staff's prevailing misconceptions about what sales professionals actually do and how they do it. It quickly became apparent that a mastery of these techniques is critical to our achievement of mission success. We were taught advanced communication techniques that could be used to establish strong rapport with leads and influence their decision making.

Prior to the training session, the team from *Real Results* invested considerable time and effort researching our organization and its unique needs, and they did an excellent job of tailoring the presentation to the audience. The trainer also provided crucial feedback concerning our direct marketing plan and offered practical and effective feedback that our team was immediately able to put into action. After a single day of training and under tight time constraints, he managed to take a roomful of skeptical military personnel without any prior sales experience and had them speaking like sales professionals. This shift in mindset will be critical to successfully rolling out plans for our lead management system which just launched this month – the first of its kind for our organization in Canada. As the regional marketing manager for my team, I can attest that we could not have achieved this remarkable feat without *Real Results* training and guidance.

Thanks Real Results Sales Training!

Sami Mandalawi
Captain
Attractions and Diversity Officer
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