

Recruiter

(PERJF)



Performance Qualification
Standards (PQS) Workbook

Recruiter Competency (PERJF)

This booklet represents your on-the-job guide to qualification as a Recruiter. Your responsibility for documenting completed training items is self-explanatory. When you have completed all of the items in this booklet, satisfactorily completed resident Recruiter Training, satisfactorily completed any unit-specific requirements (as established by your chain of command), and successfully passed an oral qualification board, Coast Guard Recruiting Command will issue a letter of designation, and you will be authorized to wear the gold wreath around your Recruiting Badge.

A person who has been assigned the Recruiter competency (called a verifying officer) for a period greater than two calendar years is to observe you performing each item, and sign and date the occurrence in the appropriate space provided in your booklet. It may be necessary to perform a task several times. The verifying officer will not give credit for any task that is not performed satisfactorily. Any waiver of requirements may only be granted by Coast Guard Recruiting Command.

Multiple verifying officers may make entries in your manual. Every verifying officer must enter his or her name, rate/rank, signature, and initials in the Record of Verifying Officers section.

Note: Due to the variety of conditions and locations of Recruiting Offices, waivers *MAY* be granted to any task by the Regional Supervisor. Waivers must be in writing and include an explanation, and be attached to this Performance Qualification Workbook before submission to the qualification board.

Recruiter (PERJF) Training Requirements

	Date Completed	Verifying Officer Signature
1. Complete resident Recruiter Training		
2. Complete Recruiter PQS Manual		
3. Complete Oral Qualification Board		

Verifying Officer(s)

Date	Name (Printed)	Rank/Rate	Signature	Initials

Qualification Approved by Regional Supervisor

Signature

Date

Qualification Approved by Qualification Board (*Senior Member*)

Signature

Date

Qualification Approved by Commanding Officer

Signature

Date

References

The following references will aid you in completing the majority of tasking in this manual:

- Coast Guard Recruiting Manual, CIM 1100.2.E.
- Coast Guard Medical Manual, CIM 6000.1C
- Coast Guard Recruiting Website (www.gocoastguard.com)
- Coast Guard TRACEN Cape May Website (www.uscg.mil/hq/capemay)

Section 1: Foundational Knowledge

Item	Task	Date	Officer Initials
1.1.	<p>Basic qualifications.</p> <p>a. Recite from memory basic Health, Education, Age, Dependent, Moral (character), and Drug Use(& alcohol) (HEADMD) requirements for Regular enlistments.</p> <p>b. Recite from memory basic Health, Education, Age, Dependent, Moral (character), and Drug Use (& alcohol) (HEADMD) requirements for Reserve enlistments.</p> <p>c. Recite from memory basic Health, Education, Age, Dependent, Moral (character), and Drug Use (& alcohol) (HEADMD) requirements for Officer programs.</p>		
1.2.	<p>Enlisted rating knowledge.</p> <p>a. Recite from memory all regular ratings and their primary responsibilities.</p> <p>b. Recite from memory all Reserve ratings and their primary responsibilities.</p> <p>c. Describe operational and staff assignments and work for non-rated members and junior petty officers.</p>		
1.3.	<p>Officer program knowledge.</p> <p>a. Recite from memory principle differences between OCS, DCO, PTMO, CSPI and Academy acceptance requirements.</p> <p>b. Describe operational and staff assignments and work for junior officers.</p>		
1.4.	<p>Entitlements</p> <p>a. Recite from memory Training, Education, Adventure, Money, and Satisfaction benefits and opportunities for Regular enlistments.</p> <p>b. Recite from memory Training, Education, Adventure, Money, and Satisfaction benefits and opportunities for Reserve enlistments.</p>		

Item	Task	Date	Officer Initials
1.4. (cont.)	c. Recite from memory Training, Education, Adventure, Money, and Satisfaction benefits and opportunities for Officer accessions.		
1.5.	Recite from memory the requirements of the Privacy Act and Health Insurance Portability and Accountability Act (HIPPA).		
1.6.	Recruiting for Diversity a. Discuss the importance of recruiting a diverse workforce. b. Define diversity recruiting. c. Describe acceptable recruiting behaviors and actions intended to create a more diverse applicant pool.		

Section 2: Prospecting, Marketing, & Advertising

Item	Task	Date	Officer Initials
2.1.	Conduct a local SWOT analysis.		
2.2.	Demonstrate the ability to conduct local prospecting for applicants: a. Regular b. Reserve c. Officer		
2.3.	Conduct local advertising.		
2.4.	Describe current branding and purpose.		
2.5.	Describe current national recruiting initiatives.		

Section 3: Sales

Item	Task	Date	Officer Initials
3.1.	Describe the difference between processing and recruiting.		
3.2.	Describe the recruiting “funnel.”		
3.3.	Describe common recruiter errors at each stage of the recruiting process (from first contact to departure for training) and interventions to minimize them.		
3.4.	Demonstrate 5 different closing techniques.		
3.5.	Demonstrate the ability to overcome objections using the ACVROA (Acknowledge, Clarify, Validate, Restate, Overcome, Attitude Check) model.		
3.6.	Demonstrate the ability to conduct an interview and sales presentation using the AIDA (attention, interest, desire, action) model.		

Item	Task	Date	Officer Initials
3.7.	Demonstrate the ability to prescreen a prospect over the telephone and schedule an interview.		

Section 4: Applicant Screening & Interviewing

Item	Task	Date	Officer Initials
4.1.	Describe what constitutes expected customer service, and provide examples.		
4.2.	Screen five applicants for each program for suitability prior to granting an interview. a. Regular b. Reserve c. Officer		
4.3.	Complete 20 prospect data cards and enter collected information into the Recruit Accession Tracking System (RATS).		
4.4.	Interviewing Applicants a. Conduct 10 supervised and critiqued interviews (and enter collected information into RATS). b. Conduct 10 non-supervised interviews (and enter collected information into RATS).		
4.5.	Disqualifying Applicants a. Disqualify 5 applicants determined to be unsuitable for Coast Guard service (supervised and critiqued). b. Disqualify 5 applicants determined to be unsuitable for Coast Guard service (unsupervised).		

Section 5: Applicant Processing

Item	Task	Date	Officer Initials
5.1.	Military Entrance Processing (MEPS) a. Attend MEPS orientation b. Project 5 applicants for processing (any program) c. Assist Coast Guard liaison on two ship days.		
5.2.	Waivers and Rate Determinations a. Submit 1 medical waiver request (may be simulated, but sent to CGRC via RIC for critique). b. Submit 1 character waiver request (may be simulated, but sent to CGRC via RIC for critique). c. Submit 1 rating determination request (may be simulated, but sent to CGRC via RIC for critique).		

Item	Task	Date	Officer Initials
5.3.	RATS and Reservations a. Obtain 5 shipping reservations. b. Submit 1 bonus request. c. Submit 1 Guaranteed Geographical Assignment request.		
5.4.	Perform 5 security checks using eEquip & credit checks.		
5.5.	Complete 5 error-free enlistment packages.		
5.6.	Recite from memory requirements for maintaining and safeguarding documentation: a. Enlistees and officer accessions b. Disqualified prospects and applicants c. Applicants being processed		
5.7.	Describe procedures for disposal of documentation.		

Section 6: Caretaking and Training Preparation

Item	Task	Date	Officer Initials
6.1.	Describe the process, features, and benefits to the Coast Guard and enlistee of the Delayed Entry Program.		
6.2.	Create an individualized caretaking plan for 5 shippers.		
6.3.	Describe the implications to Recruiting and the enlistee of a ship day loss and TRACEN Cape May training attrition.		
6.4.	Enlisted Training a. Basic Training. Describe training, and recite from memory course length and fitness requirements. b. Reserve Enlisted Basic Indoctrination (REBI). Describe training, and recite from memory course length and fitness requirements. c. Prior Service Training Program (PSTP). Describe training, and recite from memory course length and fitness requirements.		
6.5.	Officer Training a. Officer Candidate School. Describe training, and recite from memory course length and fitness requirements. b. Reserve Officer Candidate Indoctrination. Describe training, and recite from memory course length and fitness requirements. c. Direct Commission Officer School. Describe training, and recite from memory course length and fitness requirements.		

Section 7: Recruiter Standards of Conduct and Behavior

Item	Task	Date	Officer Initials
7.1.	Discuss how the Coast Guard's Core Values can be applied in Recruiting, and provide an example of each.		
7.2.	Describe a recruiting situation involving a prospect, applicant, or center of influence that demonstrated: a. Courtesy b. Respect c. Honesty		
7.3.	Define the CG RC's policy and procedure for reporting recruiter misconduct or impropriety.		

Section 8: Unit-Specific Requirements (established by RIC or CGRC)

Item	Task	Date	Officer Initials