

ASSUMPTIVE APPROACH FOLLOW-UP EMAILS

Example #1: (Client Name),

My specialty is recruitment in the (FILL) area and organizations pay my fees not to present candidates but to fill their open positions. In speaking with one of your associates, I understand that you have a need for a (title) in your (department) to handle (type of work). I am sure that you have your own means to fill this opening, but I have access to an entire candidate pool that your resources can't reach – the passive market.

In a market that has a need for (# of) (titles) where only (# of) actual candidates exist, if there is a candidate walking around looking for a job, you must be skeptical. The majority of our candidates are passive candidates who did not wake up this morning looking for a job. These passive candidates are the top tier of your competitors, and will answer the phone when I call because I have spent (# of) years earning their trust. In short, the only way they are going to hear your story is if I tell it to them.

If you'd like to talk further about pairing my approach with yours, please give me a call.

Regards,

Example #2: (Name),

As I mentioned in my voicemail, I'm with the (FILL) Practice at (firm). As an executive recruiter, I focus exclusively on matching successful healthcare finance professionals with healthcare systems of all types throughout the country. My daily conversations are with (titles), (titles), and (titles) with (types of companies). For the last (# of) years, we have placed over (# of) professionals who (on average) bring (\$\$\$) of new business with them to their new organizations.

Outside of the immediate need you have, there are still two significant reasons for us to talk 1) I'd like to be a resource for you either professionally, by bringing talent to your organization or 2) personally as you develop your own career.

Please call me at (number) so we can learn how we might help each other.

Thanks,

Example #3: (Client Name),

As I mentioned in the voicemail I left you today, I know (name of candidate) and know that he/she recently left your firm to move to (name of new company). I have worked with (# of) of the largest (type of companies) systems in the (part of country) as the leading recruiting executive, strategic consultant and (industry) expert. My team and I have permanently placed (# of) candidates in a (timeframe) week period. We are the (accolades about your firm). My phone time in the market is over 4 hours each day, and I average 150 dials a day. In short, it is my sole job to speak with (titles) about their next career move.

I have identified and developed the 8 core competencies that are proven to provide the main structure to successfully recruiting top grade (titles) in our region. Furthermore, I have attached a few recommendation letters showing the value of partnering with (name of firm).

The 8 Step Process in Top Grading (Titles) Include:

1. Candidate Identification - Customized search plan with a comprehensive and continuous search until facility's goals are completed

2. Screening - All candidates, regardless of source, put through homogeneous screen, KBIC is the filter and exclusively directing the search

3. Presentation - Customized format which includes in-depth candidate evaluation reports, preliminary references

4. Search Updates - Periodic progress reports can be customized detailing search activity and market feedback

5. Interviewing - Extensive preparation of both sides; candidates are given in-depth understanding of position, facility and culture. You will be provided with detailed "hot buttons" regarding candidate's interests, motivations, compensation, and family situational needs

6. Negotiations - Dealing from position of strength to determine best hire with the appropriate package. Candidate knows you are working with all candidates so less likely to be unrealistic or flaky

7. Resignation, Counteroffer/Follow-up - Extensive coverage of resignation process potentially with a customized follow-up report once candidate in position for a specified length of time

8. Commitment - Mutual commitment to achievement of target dates for various steps with shared accountability

Overall, a dedicated search is the most thorough, constant, continuous search with myopic focus. A dedicated search utilizes a variety of resources to identify, attract and ultimately hire the best possible talent for your facility. I will follow up with you this week so we can discuss moving forward.



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Example #4: *Dear (name),*

*I can be of assistance regarding the open (title) position in your (type of) department as per your website and job line. **My (type of) candidate has been a (title) for (# of) years** and has (quantifiable characteristic), (specific accomplishment), and can bring (type of experience) to immediately impact your facility. Your website and job line indicates you may be looking for a (title) of this caliber.*

Who are we?

Although I am reaching out to you because of a specific opening, I would like to talk with you further about our firm and how we may be able to assist with other strategic hires in your group. Our track record is as follows:

- **Placed more than (# of) professionals in the (location) in a (timeframe) week period**
- **Have an incredible success rate of over (% of) of dedicated searches completed**
- **Proud that (% of) hires are still employed with our clients (# of) years later**
- **And that over (%) of our hires have received at LEAST one promotion since being hired**

(Name), let me know if there is interest in my candidate or if there is any other critical position that needs consideration and I will gladly speak to you about our search process.

I will be following up with a call prior to the end of the week to put a voice to the email.

Warmest Regards,