

## ASSUMPTIVE APPROACH SCRIPT #2

**Introduction:** *“Hello (name), it’s (name/firm). I am a search professional specializing in the (FILL). My team has (track record of success). I’m calling because I saw on (your website, job board, etc) that you have a need for a (title).”*

**Body:** *“With my (number of) years of experience in our (area) search practice it has come to my attention that your firm is strategically targeting (type of work/projects/clients/new business). I understand why this market interests your company with the nearly \$(amount of) (type of business) that is forecasted to exist in this marketplace because of (insert piece of industry knowledge). This means you will be targeting the ever-demanding pool of difficult to identify and attract (type of) professionals with (type of) experience.*

*As we know the success in landing new (type of work) comes with an experienced team. Over the last (# of) years we have focused on the (location, level) market in identifying and communicating on a regular basis with (type of) professionals. Through these efforts we have placed dozens of (type of) professionals. Our most recent hire was a (insert quantifiable information about the last key placement made). In addition to (type of) market, we have an active network of over (number in database) professionals that are experienced in other markets of (industry).”*

**Close:** *“With your firm’s plans to strategically target (type of) work and our track record I would like to set-up a time when we can learn more about your immediate and long term hiring needs. Does Tuesday or Thursday look more open for you?”*