

ASSUMPTIVE APPROACH SCRIPT #3

- Introduction:** *“Hello (name), it’s (name/firm). I specialize in the placement of (type of) professionals on a permanent basis and am calling today in regards to your posting for a (role). I am currently working with an exceptional (role) that technically fits the description cited in your ad.”*
- Body:** *“Even with a great ad response, screening, interviewing, and qualifying the perfect person for your opening is a challenge. It’s more than likely pulling you away from your other responsibilities as well, with a time investment that is disproportionate to the rate of return. I do this all day, each and every day, and have a pulse on the (FILL) marketplace. Because of this, I have access to the passive candidate pool, which is a different pool than are responding to your ad. Think of it this way – most people who are aggressively seeking employment through want ads are either unemployed or need to leave their current company. Think about the motivation behind both those scenarios.”*
- Close:** *“The only cost to you, until you hire, is 30 minutes of your time. If that 30 minutes results in the best candidate being selected, you have not lost a thing. Are you open to me presenting what I consider, in my professional opinion, to be the strongest candidate you will see to date?”*