

CONSULTANT APPROACH SCRIPT #1

Introduction: *“Hello (name), it’s (name/firm). Let me get the obvious question out of the way that every other recruiter is asking you right now – do you have any needs?”*

(answer could be yes, more than likely no)

Body: *“I assumed that was the case based on the fact that (1) we are in a tough market and (2) that is probably the response that you give 99.9% of recruiters who call you, especially those you’ve never worked with before. What I want to offer you is something completely different than most recruiters, and that is my ability to gather competitive information that you otherwise wouldn’t have access to. Here’s what it looks like. In the course of a normal day, I talk to 15-20 (titles/roles) that are (within a (# of) mile radius/in the (# of) largest facilities/your direct competitors. In the course of a given week, I talk actively to 100 passive candidates in your backyard. What does this mean to you?”*

Would it be valuable for you to know the compensation breakdown of each of those people and how it’s changed in this economy? What their benefits are and how they’ve changed? If they match 401K or have cut back on the % match? Are they getting bonuses this year? How much?”

Would it be valuable to know who your clients are keeping and who they are laying off? Why they are laying off? How they are laying off? How much severance they are giving? How are they restructuring their departments? How are they managing those who are left?”

Close: *“I can go on and on by providing you different scenarios of what I’ve done for different clients based on the feedback they want from the market, but what matters more is what feedback YOU’D want from the market. So let me ask you this – would there be value in me providing you information not on a particular candidate, but on your direct competition?”*