

CONSULTANT APPROACH SCRIPT #2

Introduction: *“Hello (name), it’s (name/firm). You and I have talked in the past and at that time your group was slowing down and not hiring, which is fine. Here’s why I’m calling – I had a recent conversation with another client of mine who was in the same spot as you’re in, and what we came up with made me think of you.”*

Body: *“I don’t know how much you know about what my day looks like, so I’ll share this: in an average week, I have conversations with 75-100 senior level executives in your industry. Specifically, the types of companies I have relationships with are (type of companies). One of the biggest problems that my clients need help solving right now is how to continue to stay viable in the marketplace; how to solicit new projects, how to best serve their customers, and how to get into other segments of the market that they have not yet penetrated. My question for you is this – is there any kind of competitive information – either like I just described, or other info such as salary surveys or organizational information – that would provide an immediate impact as you continue to maneuver through this market?” The reason for my call is that I wanted to make you aware of a complimentary service that we offer to a select group of clients that I thought may be of interest for you. Some of our clients use us as talent scouts whereby we keep them informed of the best _____ that surface in the market- as they become available. The benefit for them is that they get a first look at our top tier of candidates before we send them out to their competitors. They have the option to pass or ask for more information if they have an interest.”*

(if yes)

Close: *“Here’s what this would look like. On a monthly basis, I will talk to (# of) individuals in your industry and ask them the one or two questions that you want to know from your market. For that, I will charge \$(could be from 5,000-10,000) and each month will give you a summary of the information gathered on each of those calls. You have the option to cancel at the end of each month, but I can continue to provide you with this competitive information until you choose not to receive it. If at any point you do have a need for candidates, I can credit \$(amount) of what you’ve invested so far to the initial retainer for that search.”*