

## CONSULTANT APPROACH SCRIPT #3

- Introduction:** *“Hello (name), it’s (name/firm). I am an executive recruiter, and I know the last time we spoke, your forecasted hiring timeframe was a few months out. Is that still the case?*
- If you know it’s just a matter of when and not if you will hire again, I have an idea that could provide some value immediately in a way you aren’t used to hearing about from recruiters.”*
- Body:** *“If you were to hire a consulting firm, what kind of market intelligence would you ideally want from them? What information from your competitors would allow you to operate your team just a little bit better? I’ll give you some ideas of what other clients have come back with – things like how to secure more market share, what our reputation is in the industry, if what we are paying our team is competitive or too much, how to get into new segments of the market, or how to better and more efficiently structure our teams. What are the biggest organizational issues you are currently facing?”*
- Close:** *“Here’s what I propose. 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. When you do begin to hire again, I will credit 75% of the amounts paid thus far to the placement fee of the hire. In other words, if you hire someone from me that would normally be a \$40,000 fee but you’ve already retained me for the last three months, your total fee for a \$40,000 individual would only be \$10,000. Not only do you get your next future legend, you also get months worth of competitive information that a consulting firm would charge you ten times that amount. What’s the immediate information you’d be looking for from such a survey?”*