

RECRUITING FLIPPED TO MARKETING SCRIPT #1

Introduction: *Use your unique and differentiating opening statements and dialogue to initially recruit your candidate. Once you have built your initial rapport and perhaps even recruited the individual, flow into the transitional dialogue below.*

Flip: *“Let me ask you this, (name), is your team/organization fully staffed right now?”*

If the answer is **YES**, you can still continue with the dialogue by asking some of the following open-ended questions:

- *What future openings do you anticipate in your department/team?*
- *Does your organization use search firms? Are you “locked into” a particular firm?*
- *When did you last need to fill a position externally? How did you go about filling it?*
- *Do you have any candidates in a “holding pattern” if someone leaves your group unexpectedly?*
- *Are there top-grading opportunities? Any group/department that has fallen short recently?*
- *Are there any sectors that you aren’t in right now that the right candidate could open the door for?*
- *Anyone interview recently that you couldn’t hire but would be great for me to network with?*
- *What will have to happen for you to have a hiring need?*
- *If the Michael Jordan of (FILL) were to call me and express an interest in your company, should I even pick up the phone and let you know?*

If the answer is **NO**, start with the following questions to clarify the need and make sure you are speaking with the decision maker:

- *What are the most urgent and critical spots you need filled? (Make sure they are in your niche)*
- *How long has the position been open? How have you attempted to fill it so far?*
- *Is there a drop-dead date to fill?*
- *Who internally have you considered and what candidates are currently in process?*
- *Have you used other search firms on this position? What has worked/what could have been better?*
- *Have you extended any offers on this position that were turned down? Why were they turned down?*



Once you've determined that this is an opportunity you'd like to discuss further, close:

Close:

"Listen, (client's name), based on what you've shared with me, I think we're in a very good spot to help you fill this position. I've got a great understanding of what you are looking for and offering and think that you've got a strong platform to land the caliber of candidate you're targeting. What I'd like to do is set up a time to talk further about where we go from here. What you can expect from us, what we'll expect from you, things like that. What works better in your schedule – later this afternoon or tomorrow around lunch?"