

RECRUITING FLIPPED TO MARKETING SCRIPT #2

Introduction: *“Hello (name), it’s (name/firm). I am a search professional specializing in the (FILL), and in short, I would like to discuss two things. 1. Your company and what you see happening over the next few years. 2. You. We haven’t spoken before so ultimately my goal is to find out a little more about your situation and career.”*

Body: *“From the sounds of it you do/don’t have needs that I may be able to assist you with. Obviously I want to explore every possibility out there to make you a client. At the same time I am in the business of not only getting to know the needs and wants of an organization; but on an individual basis I also strive to find out what people want, need or could be looking for. Again, the reason for my call was to explore an opportunity to do business together. I would be remiss not to ask you what can I make you aware of that would enhance YOUR career?”*

If I were to call you with an opportunity that would truly be the next logical step in your career, what would that look like? Can you see that happening at (name of their) firm?”

Close: *“My intent is to make an impact for you quickly. In your opinion, is the best way for me to do that to bring individuals who can impact your organization quickly, or for me to present you with an opportunity that will impact your own career?”*