

FOLLOW-UP MARKETING VOICEMAIL SCRIPTS

Example #1: *“(Client’s name), it’s (name) with (firm). I am an executive recruiter specializing in _____ in the _____ market. However, I recognize at this point, that to you I am just another recruiter.*

I will be direct as to the purpose of my call – I want to partner with (name of company) because of (specific information on what they are doing in the market/something specific about their reputation/something specific about upcoming news as it relates to this firm). Before I do that, I understand that I need to bring more value than I can do simply in a cold call. When you return my call, I have a few quick questions for you about both hiring and business opportunities on the horizon. After our conversation, I promise that you will not hear from me again until I can bring the specific value to your firm that you’ve asked me to bring. I understand that this approach is different than what you typically hear from recruiters – but this two-step process has been what has allowed me to (insert measurable stats from your practice). Call me at (number). Again it’s (name) at (number).”

Example #2: *“(Client), it’s (name) with (firm). My number is (number). When we spoke last, you asked me to call you when (insert what specifically they asked to be called about) – which is why I’m calling you now. You can reach me today between (time of day). Again, it’s (your name), and I’m looking forward to hearing from you (client’s name) – again you can reach me at (number).”*