

Type of Call: Follow-up Marketing Call #1**Key Takeaways:**

- After only about 30 seconds of rapport dialogue, this recruiter goes straight for the direct question of **“do you still have the need?”** When the answer is “yes,” the response is **“we want to take care of that for you.”** Direct, confident, and immediately solves the problem that the client has. The best recruiters in this business know that they are problem solvers – and are able to articulate that to their clients.
- Instead of immediately going into a sales pitch of a particular candidate, this recruiter continues to ask clarifying questions – which is great. However, did you pick up on the multiple-question asking, as opposed to ask one question...then let answer? **“I want to get an idea of what your experience has been with recruiters in the past... what have you been doing...have you been working on a contingent basis...have you used firms at all...”** and continuing to ask questions until the client interrupts.
- These clarifying questions are allowing the recruiter to build his case and understand what has worked and what hasn't worked for this client in the past. He's identifying hot buttons to be able to fine-tune a custom pitch later in the conversation. The more you know about what they look for in a search firm, the better job you can do of explaining the ways in which you are the firm for them.
- Use humor! The client is laughing at the comment of **“I can rarely talk someone out of \$10,000 without doing anything for them first.”** Humor breaks down barriers, so use it!
- **“What are you accustomed to paying?”** Did anyone else sense that the answer to this would be low? It's a natural reaction, no different than if you were going to a car lot to buy a car and they ask what your monthly payment ideally would be – you are going to shoot low, knowing that they will only hear the high number. Think of different ways to phrase this question or develop a rebuttal that addresses the tendency of the client to answer with a low number.
- **“Are you comfortable with 30% on the first deal?”** He closed without beating around the bush. No fluff, no extra questions on the end, just a direct close. You may notice though that he did not close on when he could expect the fee agreement back signed – make sure you set expectations on the front end.
- **“We'll try it your way on the contingent basis... we can find you 3-4 local quality guys...and you'll be loving me in 2 months and then we can talk about doing a better deal for you.”** Trying it 'his way' gives the impression that the client has won. It also sets the stage for a retained conversation down the road, where we can get a 'better deal for you'. Remember, always talk in terms of what's in it *for them!*



4965 Preston Park Blvd.
Fourth Floor
Plano, Texas 75093
(214) 556-8000 - tel
(972) 265-5330 - fax

- Get the team in on the deal. It's great for them to get motivated by the client him/herself as opposed to translated through you. They will feel more accountable to the client if they are hearing the specs from them directly.
- **"That makes your life a hell of a lot easier."** Again, problem solving for the client!

