

**Type of Call: Follow-Up Marketing Call #2****Key Takeaways:**

- Notice that this recruiter doesn't introduce himself by anything but name. He doesn't say he's a recruiter, or the name of his search firm, but instead goes into casual conversation that starts to build instant rapport. How would this work in your industry? It can be an easy way to that first rebuttal of 'I don't have time to talk' by giving them something they want to talk about – THEM.
- **"I've done a lot of work for the last (# of) years, specifically in the (FILL) area."** This is a good statement, but could be even stronger with names of past clients, notable positions, or quantifiable statistics that no other recruiter can say.
- Remember to ask, then wait for the answer. **"When you saw that come across, did it catch your attention in any way? Do you know (this candidate)?"** We don't realize when we do this, but so many times we ask a series of questions and never get an answer to the first question. We want to keep filling the silence, because we are afraid of what the answer may be on the other end. However, a great recruiter has the ability to ask a question, then *stop talking*. A better question here could have been "When you saw his information, what prompted you to return my call?" and then wait. It's a leading question, and one that we won't anticipate any resistance to.
- This has been blurred, but they are referring to the candidate by first name and current organization. This recruiter does not yet have a signed fee agreement, but is taking on an assumed amount of trust by disclosing identifying pieces of information about this candidate. There is risk here, but have you ever felt like your clients don't trust you? It may be because you don't trust *them*, either.
- **"This was the only call this candidate asked me to make, if that means anything to you."** This is a great statement, but can be even stronger if you can include *why* that candidate was so interested. People want to be desired, and you can stroke some egos if you have specific information as to why they were so interested.
- **"I do not have a specific position that would suit (him) at this time, but it never hurts."** The recruiter empathized with this objection, and then closed low. Remember that a conversation is just that – a conversation. Don't give the illusion that just because you are going on a first date on a Friday, doesn't mean you'll be walking down the aisle on Saturday.
- Gather industry information – although the prime directive on this call is to get an interview for the candidate, don't lose sight of the other things you can pull from a call. Ask yourself after you hang up on each call – am I smarter about my industry than I was going in to the call?



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- Close for any level of commitment. There was no fee negotiation on this call – perhaps the judgment was made that it would be best to get next steps from the candidate and then cover the agreement in the next call.
- Leave with clear expectations of what happens next. Who is doing what, when, and where the ball is left.

