INDIRECT APPROACH SCRIPT #3

Introduction:
"(Name), (your name) with (firm). The reason for the call is that I am currently working on a benefits survey for one of my longest-lasting clients. It's something I'm doing for them because they are one of my best clients, but I am open to sending you a copy of the summary results as a thank-you for your time. Is this something you are interested in participating in? Your answers are confidential and it will not take longer than 5 minutes."

Body:
Have prepared your list of simple, brief questions that will allow you to gather the necessary information for your survey. Some suggestions to get you started:

- *What is the average starting salary for someone straight out of school? For someone with (# of years) experience and (# of years) experience?*
- *Have you ever given someone a sign-on bonus? What circumstances?*
- *How are bonuses calculated? What is the average amount?*
- *What reimbursement do you give for relocation? How many people do you reimburse for relocation each year?*
- *Outside of base salary, what are the other main areas of compensation?*
- *When first hired, how many vacation days are received? How does that increase throughout the years? Are unused days allowed to carry over year to year?*
- *Do you match 401K? What %?*
- *What changes have you made this year in compensation/benefits in response the economy?*
- *What perks/extras do you give that we haven't yet talked about?*

Close:
"I appreciate your time (name). I will send you a summary in the next (# of) days with the findings of my survey. Are you familiar with our firm?"

"You are on the right track – here's what I'll do. I'm going to send you an email with my contact info and some testimonials from your peers so you can get a better feel for who we are and what we've done in your backyard. Once I get this survey completed and over to you, I'll circle back around and get a better understanding of how we may be able to partner together – but honestly my first priority is getting this completed for (perhaps name of client). What's the best email address for you?"