

**Type of Call: Generic MPC Marketing Call #1**

**Key Takeaways:**

- Quickly after the intro of the call, this recruiter is clarifying **“would you have an interest in talking with someone if they are pretty strong?”** It takes a couple roundabout questions to get to that statement, but he gets there. This is a good clarifying question, but could be a little stronger. You could consider putting some of the candidate’s achievements or specifics on the skill set in the clarifying question itself. **“Would you be interested in talking with someone who is very well connected in the (area) market?”** or **“would you have an interest in talking with someone who got their start with XYZ competitor?”** If we only have a limited amount of time and attention from our audience, make sure that every word and statement out of your mouth is immediately impactful.
- The pitch itself for this MPC is essentially **“he’s pretty connected.”** Although this may absolutely be true, you need proof statements to be able to back this up. How do you know he is connected? What deals have happened because of his connections? How much revenue has come from his connections? Make sure you back up any statements with measurable results.
- Ask one question and then let your client answer. As recruiters, we are uncomfortable with silence. We compensate for this by continuing to ask question after question, until we finally ask one that we don’t think will encounter a lot of resistance. **“Catch me up – what is your portfolio right now, how much is it, you know, how much is office, what kinds of real estate would this person might be, uh, might be leasing?”** This is a sign of this recruiter being not only uncomfortable with silence, but also unprepared with scripted questions.
- After the client describes the portfolio, there is a significant pause as the recruiter is formulating the next question. There are times when pausing is great – it can give the impression that you are processing what was just said, that you are writing down notes, or that you aren’t just shooting from the hip with your rebuttals. However, pauses that are too long or ill-timed can give the impression that you are unprepared. Treat each call as your command performance – don’t make an MPC call with just a resume in front of you – script out each point of the call and know what you want to cover.
- **“From an opportunity standpoint, growth and things of that, yes of course you’ve got the (type of space) of the two office buildings that you have right now, are there other things you have in the works that might be bringing on, um...”** and the client interrupts to start answering the question. It’s easy to point fingers at this recruiter and highlight all the things that could have been done differently – but unless you are completely prepared and scripted for every call, it’s more than likely that your questions sound like this as well. A better question could have been: **“I need some more sizzle to sell to this candidate – what exciting projects are on the horizon?”** Instead, it became a long-winded and roundabout question that ultimately led to the client regaining control of the call.

- **“Trying to get you some of my details, let me share with you kinda where this guy has been”** followed by another long pause. The recruiter then says **“well, let me do this. Let me call and circle up with him, make sure that this is something that we want to move forward with...”** This is more than acceptable to need to get your candidate’s buy-in prior to sharing his details with a new client. However, it’s all about setting expectations on the front end. This client more than likely thought that he’d get some qualifying information on this candidate once he’s shared all the info about the opportunity. What is now leaving him hanging could have been avoided by opening the call with: “Here’s what I want to do. I have talked with him about your firm, and obviously he knows who you guys are. What he doesn’t know is what his spot would look like. Give me an idea of what he would be working on and the portfolio you currently have. I want to get enough sizzle that when I call him back, he’s just as interested in meeting with you as I know you will be in meeting with him once I share his info with you.”
- Clearing your fee: this should be what you can recite with no if’s, and’s, or but’s – just like you are reciting your cell phone number. Your math should be easy to follow.
- **“What I think will be an attractive component for him...”** Sharing candidate hot buttons – this is great when the recruiter inserts what he feels will be exciting about this opportunity for the candidate. It makes the client feel they have something good to offer and gives them an indication of what makes this candidate tick.
- Closing question – **“assuming that I have a good conversation with him...when might be an opportunity to have a cup of coffee with him?”** Great closing question to make sure that you aren’t getting excited about a talk that can’t occur for two weeks because he leaves for vacation tomorrow.