

## SELF AS MPC SCRIPT #4

- Introduction:** *“Hello (hiring manager), this is (name) with (firm), and I lead the area of (type of area). We have been recruiting in the (type of) industry for (#of) years, and in that time I have seen many changes in (type of area) recruiting and hiring. One approach has remained consistent: the one where the recruiter who knows very little about you or your organization calls you up weekly, if not daily, to tell you about the most incredible person ever without ever asking you many questions, if any, and says nothing to establish credibility to warrant you taking some time to speak with him or her. Does that approach sound familiar?”*
- Body:** *“Well, I pride myself on being a market expert and really knowing the clients I work with and the candidates I represent. I believe recruiting is not about awesome/stellar/incredible candidates and positions but about awesome/stellar/incredible matches. Because of this, my retention rates are second to none, and that is because of the time and care I put into each individual and client. I have completed over (#of) searches in the past (timeframe), and the average tenure of that group is (insert statistics). Recently, I placed (type of role) for (name of client) and (type of role) for (name of client). You may know (hiring authority) at (name of client) who I’ve worked with for years, and he said that I was (insert testimonial).”*
- Close:** *“The bottom line is that the reason my retention ratios are so high is because of the approach I take to the placement process. To truly make the right match one must spend quality time understanding the skills, interests, aspirations, and motivations of the potential candidate and have good in depth information on the opportunity, department, and people. As such, I would like to invite you to partake in a conversation with me where I will ask you some questions that will allow me to better know you and your organizational needs and give you an opportunity to experience the value of establishing a relationship with a true market master and not just another flesh peddler. Is now a good time to spend a few minutes or would you prefer to talk late afternoon sometime this week?”*