

CLIENT FOCUSED SEARCH FOLLOW-UP EMAILS

Example #1:

(Name),

Pleasure speaking with you today. As promised, below and attached you will find the market research we have collected over the past 12 months. Let me first say that if you only have 30 seconds to skim this, skip to the bullet points, then glance over the attached graphs; beyond that, print this email and set it aside to read on your lunch break.

In our research, we have addressed many of the challenges that are facing today's (type of companies) in regards to hiring and retention. This data comes from information gathered by communicating with over (# of) (titles) across the country, from the (type of) level through the (type of) level. Many people often look at data with the attitude that it does not apply to them, or their facility is the outlier, so allow me to bring this home: Each of these (# of total candidates) people were talked to by one of (# of) staff members inside the walls of our firm in the course of the past twelve months. The people we talked with were both (titles) and (titles), in both major metropolitan areas as well as smaller suburban and rural areas. So lest you think this may not apply to you, I assure you, it does.

To clarify a common question I initially received: Why do you bother doing this? Because my team strives to provide more to the industry we serve. Our goal is not just to place a (titles) to earn a quick buck, but rather to help raise the core competencies of our (titles) by providing an outside awareness. While it is true that you are a (title) and I am not... you don't talk to (# of) (titles) a day, so I bring a unique point of view to the table that can only help you. In the least, free advice is always worth the price you paid.

Facts:

- There are over (# of) (title) positions but only (# of) (titles) in our industry*
- The average graduating class of students with a (type of degree) has dropped from (# of students) to (# of students) in the past (# of years)*
- Money paid to overtime (titles) can exceed (\$) per month just to cover (type of overtime)*
- The average (type of) position going unfilled results in (loss of \$) each week*
- Of the owners surveyed, an average of (%) of the employees they have let go due to 'slowdowns and layoffs' would not be eligible for rehire based on poor performance and lack of results*
- (%) of owners surveyed said they felt their current slowdown of work will break in the next 6 months, resulting in new hires*

In summary, two things are happening. 1) Companies have put the brakes on recruitment, seemingly regardless of the need or loss of production. 2) HR departments are using low-cost providers to locate talent for the positions they are permitted to fill – and hiring less than desirable candidates.

The problem with the first situation is that while many facilities may be on a hiring freeze, they are not bothering to continue to recruit and interview quality candidates. Remember, it is always easier to keep a fire going rather than starting a new one. So if your facility is in a "hiring freeze," you need to encourage them to allow you to at least interview and make strong connections. Even if you can not afford to hire them now (or pay fees), you can at least get the ball rolling so you have someone to talk to right away as soon as the position is open.

The problem with the second situation is that the least expensive candidate typically makes the least impressive impact on your organization. The solution is to build a network with a firm that has a history of success. That is the organization that is most likely to have the most intelligent conversations with the top performing (titles). Would you rather hire someone that was brought to your HR group by a headhunter trying to make a quick buck, or would you rather hire someone that has been loyal to their current facility but has come to you from a tenured firm simply curious about the next step in their career?

No matter what you choose to do moving forward, make certain that you do it with all the facts under your belt. Don't just take candidates from the guy who offers a candidate for the lowest fee. Ask him how he found the candidate, how long he has been recruiting (titles) specifically, how many (titles) he placed with (type of) facilities in your area, and a list of his references.

Facts:

- Our team works only with (FILL)
- We have been in business for over (# of) years
- On average, our candidates bring (\$) of immediate revenue to their new firm
- In the past 12 months, (%) of our searches were filled in less than (# of) days

With over (# of) needs for (titles) and only (# of) (titles) in the US, I want to continue to set myself apart. I invite you to review my attached bio and the bullet pointed case studies of our most recent placements.

I am looking forward to hearing from you to discuss any open positions you may have or simply chatting about our pressing market. I wish (company) continued success!

Regards,

Example #2:

Dear (name),

Since you and I have not had an opportunity to speak, let me take a brief moment and introduce myself to you. My name is (name), and I am a (specialty) search consultant specializing exclusively in (FILL), but more important and pertinent to you, I work solely in the (type of) arena. Over the years, my team and I have developed long-term and on-going relationships with (type of) institutions across the country, working at all levels, to support them in attracting, evaluating, and most importantly landing (type of) talent for successful and expedient search outcomes!

I spoke with your assistant (name) earlier in the week and upon returning my call, she related to me your request for further information regarding our services. I would like to direct you to our company website at (website) where you can learn more about our organization as a whole, but also obtain information regarding our (FILL) team. As a specialist in (FILL), my market mastery and knowledge can bring you valuable search information and statistics so when a search is complete, you will know that the entire (type of) market in that particular sub-specialty has been canvassed to its fullest. Let me demonstrate this to you. The sub-specialty of (niche) is one of the most sought after areas currently and the fastest growing nationwide. Everyone, especially in (type of firm), desires strong (niche) talent to grow and in some cases, build from scratch their program. Currently in (niche), there are just shy of (# of) (niche) specialists across the country. The majority are trained in (specialty), but

an even lesser amount trained as (sub-specialty). If you are looking for (specialty) specifically, the field becomes much smaller as you must remove those in leadership roles and those whose next step is leadership and will not make a move for anything less. Your field of potential candidates has just narrowed to about half of the original (#) from which to recruit. Add to this the fact that there are over (#) of institutions actively recruiting and competing for the same talent!

I've attached an article written by one associate regarding the "war for talent" that I think will bring this point home. I am looking forward to arranging a time that you and I can speak in detail regarding your needs for a (role) in both (specialty) and (specialty) and the opportunity to partner together for a successful and expedient search process.

Example #3:

(Name),

Let me begin with an introduction. My name is (name), and I am a (role) with (firm). I have known (name of mutual acquaintance) for years, worked with him years ago to attract a (role) to his division, had dinner with he and his wife in (city) during the (conference), and keep in touch with him often. Please ask (mutual acquaintance) about me. I co-manage a team that specializes in (FILL), but exclusively in (specialty)! If you attended the (conference) earlier this month, we were there exhibiting.

I realize that you are currently out of town, and have fairly recently taken over officially as (role). In the past, you have actually spoken with several of my team members regarding opportunities such as the (type of position) for the (client at the time). Now that you are leading the entire "charge" I wanted to have the chance to visit with you regarding your current needs and discuss the potential of working together for a successful, expedient, and efficient outcome.

As when all new (role) take their place, I respect that they want to do all they can to fill their opportunities before they call upon outside assistance. That being said, there are always specific positions that are of more critical and urgent need to fill, not to mention the market demand cycle at any given time. For example, it is my understanding that your areas of need currently lie in (specialty, specialty, and specialty). I can tell you that at the current time, depending on your focus in (sub-specialty), there is a very high demand across the board currently for this (sub-specialty). Although (sub-specialty) demand goes in waves, the current order of most highly sought after areas in order, are (specific type), (specific type), and (specific type), especially with an emphasis on (xyz). (Specific type) and (specific type) are always in high demand and that never changes.

I have attached some information for you regarding our (FILL) search team and also invite you to look at our company and industry website as well as our bios at (website). I look forward to hearing back from you and arranging a time that would be convenient for you and me to speak. In addition to learning about your opportunities, I'm also very interested in understanding your vision for the (specific) division moving forward under new leadership. Please look at your calendar and let me know when would be a good time to speak.

Best Regards,



Example #4:

Dear (name):

Good talking with you today. To recap our conversation - we are very capable of handling any needs you have. We have (# of) (FILL) recruiters in house and have nationwide coverage. In addition to the widespread geographic benefits, we tout ourselves as being market masters in our specific regions. My team only concentrates on the (area), and my group solely the (city) areas. If you are open to relocating candidates, the scope of our search becomes much greater, and we will have the ability to present the best of the best from other areas.

We have been doing (FILL) search since (year) and want to establish and maintain negotiated relationships with our clients, and (x)% of what we do is repeat business. If we move forward, I will have a few questions in regards to the specifics of the search as I am sure you have a few questions for me. Click (website) to get to a link to our corporate dossier.

In short, we are very capable and prepared to help if you need it. Call me to discuss at (direct) or (cell). Have a great afternoon!



Example #5:

Dear (name):

*In response to our conversation today, I have put together a list of value created services provided by (firm) before, during and following the search process. All of these items listed below are part of the regular services provided by (firm) and are delivered at no extra charge. **(FIRM)** really differs in the way we do what we do. I have outlined a few of the pertinent points in the average project that we accept.*

Process:

- *Client Interview*

The client interview is a fact finding session designed to learn as much as possible about the company, people, goals, challenges and needs. This step can take place over the phone, in our office, or the client's office. From this information a set of screening questions along with the correct answers will be drafted and pre-approved by the hiring manager to ensure that all candidates presented will meet or exceed the required skill level.

- *Job Profile*

A Job Profile will be created to reflect the specific behaviors needed to be successful in the position. This information will help keep interview team members aligned and provide valuable behavioral based screening questions for each candidate.

- *Search Plan*

While learning about the company, we will develop a comprehensive search plan that will include all of the companies where the desired skill sets can be found. This step and the following step are where most search firms cannot devote enough resources to fully penetrate a market.

- *Identification*

Every company is researched to determine who should be contacted within those companies. No stone is left unturned. Our vast resources enable us to include this step rather than "networking" which limits our client to only a cross-section of the available candidate pool.

- *Execution*

A tailored presentation will be drafted to highlight the company's advantages and the exciting reasons why the candidate should consider making the move. A search plan will be put together and contacts will be made in a geographic basis starting with your local area first and then moving to the surrounding areas. Once we know who to call and where to find them, our job is easy. We contact every individual on the search plan and deliver the consistent presentation every time. Because we initially invested the time to learn about your company, we lose fewer potential candidates to petty objections that are easily overcome with knowledge of our client.

- *Screening*

This step is entirely customized to our client's needs. We design a questionnaire providing answers to questions the client wants answered (i.e., information not found on resumes) that is completed with each prospective candidate contacted.



We make timely follow-up calls with disqualified candidates to preserve the client's reputation and ensure that they can be interviewed in the future. We present only candidates that meet the client's qualifications. We do not waste our time, or the client's time, by presenting candidates that are not qualified. (Firm) will also conduct reference checks on finalists to ensure the consistency of their background. (Firm) will provide guidance through the interview process. It is our goal to never have the client or candidate surprised.

- *Delivery*

We maintain one of the finest offer/acceptance ratios in the industry, which means that our clients hire more of the people they interview. This saves time and prevents a negative reputation in the market. By pre-closing candidates, our clients know how to get the candidate they want, when they want them.

- *Post Hire Performance*

(Firm) will follow-up with both the employee and the employer for more than a year after the placement is actually made to guarantee a smooth transition is made and the performance of both parties is moving in a highly productive manner. If relocation is needed, (firm) will provide a relocation service as part of our comprehensive set of services.

(Name), I hope these items further clarify our services and I look forward to working with you to build (name of client company) into the very best it can be.