

CLIENT FOCUSED SEARCH SCRIPT #1

Introduction: *"Hello – this is (name) calling with (firm/location), and I specialize in the XYZ area. We have/I am 1, 2, 3."*

Body: *"We achieved this success by developing long term strategic staffing partnerships where our clients rely on us as a preferred, if not single source staffing partnership in times of explosive growth and more targeted hiring initiatives.*

However, most of those relationships started with a phone call similar to this one where I had one opportunity to separate myself from the other recruiters you hear from and earn the opportunity to learn more about your business and staffing challenges. The fastest way that I know how to earn that opportunity is to deliver value by sharing with you (firm's) approach to market mastery. In our world, there are only (# of) major (type of) companies, maybe double that number of (type of specialty firms). Less than a third of those have (type of) programs and most companies have between one and five (positions) on staff...so about (#of) companies with a field of about (#of) (type of role). If you want more than 10 years experience the number is cut in half to less than (#). Eliminate those that can't relocate to where you are, are being paid far more than what you can offer, and either can't or won't consider change and you are most likely dealing with a couple dozen prospects on any given search you have for medical writers. This is a world I work in every day."

Close: *"I understand you are responsible for hiring (type of role) there and..."*
Close with question to explore possibility of working together.