REFERENCE CHECK SCRIPT #2

(As referenced in Jeff Skrentny's "RADICAL Reference Checking" NLE TV Episode)

Introduction: *"Hello (name), it's (your name) with (firm) and I believe (name of candidate) told you I would be calling, as we are currently helping her/him with the confidential job search they are conducting, and they indicated you would be able to help us with a confidential reference check on their behalf."*

Body: *"(Name), I want to get immediately to our core concerns with this reference check. We need to know how to competitively sell (candidate's name) to our clients. At the (name of your firm) we believe in asking the hard questions when we do reference checks; we do this so we can best represent our candidates to our clients.*

We would like to start with this bottom line question: While you worked with (name of candidate), what did they do to make a bottom line difference? How did they pay for themselves? Specifically, what did (name of candidate) do to MAKE MONEY, SAVE MONEY, or CHANGE A PROCESS to impact the BOTTOM LINE?"

Often (up to 2/3rds of the time) they cannot come up with an answer…just pause, or remain quiet while they think about it. Slowly & quietly repeat the question:

"Everybody we interview, no matter what job they do, gets hired to do one of three basic tasks; MAKE MONEY, SAVE MONEY, or CHANGE A PROCESS. What did (name of candidate) do to MAKE MONEY, SAVE MONEY, or CHANGE A PROCESS making an impact the COMPANY BOTTOM LINE while you worked with them?"

If they simply cannot answer this question, then follow up with:

"Can you share with me the two or three most significant accomplishments _____ made while you worked together?"

As a short follow up, close with this question:

"What is the number one reason one of our clients will get excited about (name of candidate) and want to hire them over the other candidates we will present that will have a similar background? What makes (name of candidate) the top of the class?"

Additionally, if you have not met the candidate, you can ask the following question that will help when discussing the candidate with your clients:

"We have not had the opportunity to meet (name of candidate), what type of first impression does she/he make? Tell me about the physical presentation (name of candidate) typically makes?"

Close:
"Thank you! For today, and our initial reference check, this is all we need. But this is just an initial reference check, and if we find a client specifically interested in (name of candidate), then I or possibly even one of our client company contacts may want to call you back. Can we count on your cooperation, should that be necessary?

Additionally, I want to send you a follow up letter of thanks and introduction. Would you prefer that I send that home or there to the office?

Last, I've found that email is the easiest way to handle follow up reference check questions, if there are any. It allows you to respond when it is best for your day, after giving it some careful consideration. Would your personal email be best, or work email? What's that email?

Thanks again (name) – you'll get my letter in the next few days. Hopefully you can see from our unique reference checking that at (name of your firm) we do great work for our clients and we have testimonials to prove it. If we can ever help you, or someone you know, in any way, please don't hesitate to reach out to me - referrals are how we have built our business, and we would love the opportunity to earn yours."