

Type of Call: Gatekeeper Call #2

Key Takeaways:

- The recruiter begins the call with “do you have a direct dial for (name)?” Instead of simply asking to be put through, this recruiter **interrupts the pattern of a typical call** – which might be enough to interrupt the pattern of the gatekeeper’s normal lines of questioning. Even better? Instead of putting you through directly, as this gatekeeper did, the gatekeeper might actually give you the direct line phone number. This will certainly help you avoid the front desk in the future, but also might allow you to determine a direct line pattern for others in the same organization. The bottom line is to ask a different question than others calling, which will interrupt the pattern of the conversation and keep you in control.
- The recruiter’s voice inflection lifted at the end of asking for the candidate – **dropping your tone at the end of your statement** will result in a much more confident delivery. Pay attention to *how* you ask for the individual you are calling.
- The recruiter simply stated his full name, and then “calling for (full name of the candidate)”. There were no filler words, no “my name is”, no “is (candidate) available” – this **gives an authoritative impression** and one that will encounter less resistance.
- When the second gatekeeper asks if he could take a message, instead of responding with “yes, that would be great, I would really appreciate it - if you could, please, let him know I called”, this recruiter states “let him know I called”. Do you come across as though you are asking for permission, or are you **telling the other party what you want them to do**? Listening to your recorded calls can be the best way to make this judgment, because you may find that the way you think you are coming across is not the same as how you actually sound!
- The recruiter stated “**he has my number**”. That may or may not be true, but think about how the other party now views your level of familiarity with the person you are calling for. This recruiter has now given the impression that he knows the candidate, has talked with him before, and deserves to be talking with him again – no questions asked.
- If you would like this recruiter’s voicemail script, it is as follows:

“(Name), you don’t know me, this is (recruiter’s name) and I am a (title) with (organization) and I head up the (niche) practice here. It’s possible you may have heard me quoted in (publications). We lifted out a \$5 billion team last year. One of my clients has asked me to initiate contact with you personally. They would like to see if there is any potential, mutual interest in having a conversation.

When you have some privacy, give me a call. I will go over with you who my client is (it’s not a wire house), and the reasons why they are interested in having a conversation with you. After you and I talk, you will be in a very good position to determine whether or not to take this discussion to another level. Again, my name is (name). Actually (candidate), before you call me back I have a suggestion. Take a look at our website, that address is (site). After you take a look at that then call me. My number during normal business hours is (number), again (number).”