

DIRECT APPROACH SCRIPT #1

Introduction: *“(Name), (your name) with (firm). I lead the (Industry) practice which exclusively places (function, sector, roles). I understand you (small fact to verify title or role or accomplishment), is that accurate?”*

We have been engaged by a client that is seeking to add a (title) to their team, and I would like to see if there is any potential, mutual interest in having a conversation with our client. 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.”

Body: *“As you know, life is all about risk and reward. Careers are no different. (Company Name) is not for someone who needs a big team behind him in order to feel secure. This opportunity is only for someone who truly embodies an entrepreneurial spirit. (Company Name) allows you the freedom and flexibility to craft your professional legacy however you define it, while playing a fundamental role in the creation of their organizational legacy as well. This is the opportunity to leverage your professional experience thus far and instead of hoping that leadership will reward you with positive reviews and subjective bonuses, visualize instead a professional opportunity where your personal income is directly correlated to your knowledge, skills, and work ethic. (Company Name) still has a lot of hard work to do, which is why this is only a fit for someone who can take some calculated risk in return for possible significant financial upside potential. You need to help them build and grow – but they’ve already gotten started paving the way for your success.*

They have a very solid compensation structure that pays for new business and for renewals alike. This will allow you to grow a book of business and then be handsomely rewarded for maintaining that business as well. Additionally, this company encourages their producers to develop and mentor other new producers and then pays the producer for the mentoring for the entire time the person works at the company. Imagine being able to profit for mentoring others in your office. They also pay handsomely on cross sales which encourages the sales force to work together to land accounts. They also have an excellent back office with tenured account staff and are open to adding whatever talent you might need to ensure your success. The bottom line is that not only will your percentage of the ‘pie’ be larger, but the opportunity for your entire ‘pie’ to scale considerably is why this is an opportunity to consider.

Right now, you are in a smaller community, which I know is your comfort zone. I want to share with you an alternative perspective in terms of your career development. A large city provides access to more opportunities than a small city, because there are more people doing business, and there is a higher level of competition within larger cities for career opportunities for not only for you, but for your spouse as well. Making a calculated decision to spend a few years in a thriving metropolitan area may provide you with a competitive advantage that you will not be able to gain otherwise. In order for you to move into a leadership role in the long run, you are going to need to be exposed to responsibilities that you do not have now. It may be worth considering a short-term calculated move in service of you achieving a long-term professional advancement. Working within a large city organization will competitively position you as a frontrunner when you decide to move back to a smaller community.”

Close: *“(Candidate Name), how does what I’ve described compare to the opportunity you have currently?”*