

DIRECT APPROACH SCRIPT #2

Introduction: *“(Name), this is (Name) with (Company), an executive search firm based locally in (city). I’m the director over our (niche) practice specializing in (function, industry, location, and level).*

Our client has hired us to share their story with the top (titles) that exist in the (Industry) space. From speaking with your peers, I understand you are one of those (titles). What I’d like to do is share the details of specifically who I’m working with, what they are looking for and what they are offering.”

Body: *“(Company Name) have been in business since (Year) and they work in a variety of market segments, including (list markets served). They’ve consistently increased revenues going from (Past \$ Revenue in Year) to (Current \$ Revenue in Year) over the past (# of) years by establishing relationships with some of the top (Client’s Industry) companies such as (Client Name), (Client Name), and (Client Name). As you can tell, they’ve easily cleared the initial hurdle of getting up and running, and the opportunity now is to establish the next generation of leaders in their organization.*

As you know, most companies, especially those in the manufacturing space, have a critical need for improvements to efficiency and revenues and most have implemented some method of process engineering into their corporate structure. (Company Name) produces only one thing – plastic tubing for the medical device industry. They implemented a Six Sigma approach to their business processes about three years ago and now need someone to take over in this area – a Six Sigma Center of Excellence Leader. This is a role that doesn’t exist at most companies and will give you the opportunity to learn an additional side of the medical device manufacturing process while still building on the technical knowledge you have acquired so far. Most companies in (Industry) are migrating to this type of structure and being able to lead the team at (Company Name) will put you in an incredibly valued position in the future, wherever you chose that to be.

As you look at what (Manager’s Name) has created in terms of a leadership team within (Company Name) throughout the organization, you will see leaders both young and old and the reporting relationships are just as varied: young, rising-star types managing seasoned veterans with 25 or more years of experience as well as seasoned veterans managing new talent right out of college. Clearly (Manager’s Name) values a meritocracy where success is based on performance and not tenure or age. This is an environment where your career progression is limited by nothing other than your own desire, performance, and work ethic.”

Close: *“(Candidate Name), do you have an immediate opportunity to move into a role like I just described within your current organization? The challenge of learning a new role like (Company Name) has – how would that be of interest to you?”*