

## DIRECT APPROACH SCRIPT #3

**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).”*

*We are working on an exclusive basis for a uniquely positioned organization and I’d like to share with you their story. If this is something that is of initial interest to you, we can set up a time to speak in more detail when it is a mutually convenient time.”*

**Body:** *“If you are the kind of individual who is focused on quality instead of quantity, (Company Name) is marching to that same drum. The culture that they have created is of maintaining an incredibly profitable company with incredibly positive people. They rarely have turnover and they rarely lose a client. They are eager to bring someone in with new ideas and creative methodologies, because they recognize the need to stay competitive and want to make sure they are serving their clients in the best ways possible. But (Company Name) is not going to expose you to the volatile ups and downs due to management being pressured to triple revenues from one quarter to the next. You must be able to maintain strong relationships with your clients and serve them well – that is the bottom line expectation. If you can do that well, this is the most balanced and rewarding professional environments I’ve ever seen.*

*If you’ve ever thought about getting out of the rat race, this is the most picturesque community you could envision. Not only is the opportunity with (Company Name) itself phenomenal, but you will possibly question how you’ve lasted so long in (current big city). There is essentially zero crime, zero pollution, and zero traffic. Every house has a yard, the cost of living is significantly lower, and you can finally spread out because you can afford a larger piece of property. The school system is unparalleled, the high school football team is legendary, and I am not sure there is a better place that exists for you to raise a family.*

*They are looking for a (Title) to join their Commercial team, but this is a little different than what you’d find at a typical (Industry) firm. As you know, in most firms, a (Title) is restricted to generating sales leads and passing them off to the rest of the team. At (Company Name), you will be involved with your clients from start to finish – which will help you fine tune your sales abilities, be exposed to the entire branding process, and surpass most other (titles) at your level today. If you have experience with (type of software), it’s a plus – if you aren’t familiar with the program, it’s one of the most advanced software systems out there, and eliminates the tedious paperwork element of our business that slows most other (type of companies) down.*

*It is not a politically charged environment at all, and you have direct access to the owners of the company, and they are the ones who decide if you eventually get ownership. They are not a volume driven company, but solidify repeat business with their clients – people choose to work with them, so you have better relationships with your clients.”*

**Close:** *“(Candidate Name), how does this opportunity compare with the long-term career goals you have for yourself at this stage in your career?”*