

DIRECT APPROACH SCRIPT #4

Introduction: *“(Candidate name), this is (name). I’m a (role) with (firm). My specialty is (industry), and we specialize in placing (titles) and (titles) in the (specific area).”*

Referrals are how I’ve built my business, and I am reaching out to you based on a confidential referral of a peer of yours I spoke with earlier today. I shared with him the details of our client’s unique situation, and he recommended three of his peers. You are one of them. Are you in a place to speak confidentially for a moment?”

Body: *“I’m not sure what information you have about (Company Name) but let me provide some insights that we are privy to that you wouldn’t necessarily know unless you were a part of their team. Their commission structure is more competitive than most I’ve seen in my years of recruiting in this space. However, I want to hold off on that part of the conversation, because in my opinion it needs to be the icing on the cake – not the cake itself. Let me share with you their story – why they are hiring for this role, where the company is going, and what that would mean for you. If all that is intriguing, then we can talk commission – which in my opinion, is the icing.*

(Company Name) was formed in 1984 by the (Title), (Name), who developed his benefits expertise in roles with (Company Name), (Company Name) and (Company Name). Over the years, (Company Name)'s growing client list has remained varied - ranging from a (Location) asset management firm with 25 employees to a 3,000-employee retailer in Georgia to a large northeast healthcare organization employing more than 13,000 people. The firm is located in (Location), a suburb of (City, State). Their book of business is approximately 1.8 million with nearly all of their clients being over 100 lives or greater. This organization offers prides itself not only on their ability to offer innovative solutions to client benefits issues, but also on their timely, personalized service. They are small enough to ensure that the (Title), (Name), is intimately involved in all assignments, yet large enough to offer strong analytical resources and maintain many valuable vendor relationships. This is your opportunity to expand your skills by having more of a role to play in the assignments you are given and that’s par for the course when working for a smaller organization such as (Company Name).

More than likely, your past experience has taught you how to work your trade well. As you know, what you need now is to learn how to move from working the business to running the business. In this role you will have unlimited access to (Manager’s Name) as your mentor, giving you a personal library of experience, street smarts, and experience in executing the business. Plus, (Manager’s Name) is beginning to wind down her career and that means that this is your opportunity to be chosen as a successor. Having (Manager’s Name)’s seal of approval can only help you.

One of the fastest ways a career can be accelerated is by working directly with those who have the power and influence to promote you based on your contributions, not on your tenure. (Company Name), being a smaller organization, offers the opportunity to be recognized as a person instead of just another employee number. You are enabled, and encouraged, to go straight to the top when you have an idea, issue, or question – which is a unique environment that breeds empowerment and a feeling of ownership for your career. There aren’t layers and layers of individuals to hide the work that you do; you will be recognized for your individual accomplishments and contributions which will provide a strong platform for the right individual to move up quickly.”

Close: *“(Candidate Name), share with me how your background compares with what I just described? Is this an opportunity that would possibly provide you with more growth and advancement than you have available to you currently with (Current Company)?”*