

Type of Call: Indirect Recruiting Presentation Call #2

Key Takeaways:

- Talk about putting a candidate at immediate ease! The recruiter actually has some excitement in his voice as he lays out the entire map of how he got her name (*"your name has come up twice"*), gives a brief description of why he called (the hospitalist position) and asks the indirect question, ***"I didn't know if it was because you had an interested in hospitalist work or maybe if you were just well connected?"***
- In this call, the recruiter begins to unpack the details of the opportunity for the candidate, including his history with the client, their culture, and both who and how they hire into the organization. He's giving this information to help the candidate connect to the people she knows and perhaps may work with today or from her past. Why does he do this? **Because she wants to help** (*"I don't have anyone to send you"*) but isn't able to connect the dots directly.
- The conversation continues and for a second time, the candidate shows her willingness to help: ***"I don't even know of anybody to send you over in Aiken"***. The recruiter steps up to the plate and brings up his firm's referral bonus, clarifies that even confidential referrals qualify and creates an action plan with the candidate for following up with whom she may recall to refer to him after the conversation ends.
- His plan works! Now the candidate starts probing for more details about the role so she can pass along more information for him. The recruiter had a great presentation prepared and **if you want examples of great sizzle:**
 - *"This is a brand new expansion role, so we aren't replacing anybody and we aren't tied to any type of compensation plan. It's all brand new, moving forward stuff."*
 - *"Starting own program for bonuses – not sure how work out so I don't quote it when asked. But it will be productivity based. "*
 - *"The department is undergoing an evaluation this year; they are all going to get an increase in February. We've been partnering with them to help them with Cost of Living Analysis. And, moving forward, every February they will have a Cost of Living Analysis done so they can expect between a 2-5% increase on a yearly basis and it will be part of their contract."*