

Type of Call: Indirect Recruiting Presentation Call #3

Key Takeaways:

- Part of the reason it is important to create a script for your recruiting presentation is that it allows you to hand-select every word and **be more sophisticated in the word choices you utilize**. Although *“we are working on a clinic manager role at a surgery center”* is fine, it is relatively basic. What could *“working on”* be changed to? Perhaps *“we have partnered with a well-established surgery center in their search to onboard a new clinic manager, as their most recent CM has just been promoted.”* You’ve said the same thing in each of those two statements – they need to hire a clinic manager and it’s a surgery center. But by going over your word choice selection with a fine tooth comb, you can be more impactful than other recruiters when you are delivering the same message.
- Note that the recruiter stated that the role has been created because the previous individual was promoted! When you have **specific stories and facts** you can share, it turns the recruiter’s opinion into a fact. Ask enough questions while taking the search assignment that you are armed with information that will matter to the candidate you are speaking with.
- Again, note the possible opportunity to revise a statement that talks about what the recruiter or client is looking for *“we were ideally looking for someone with future aspirations to move into an administrator role”*. Instead of talking about what the CLIENT needs, **position the selling statement in a way that allows the candidate to clearly, unequivocally see what is in it for them**. A possible option could be *“this is absolutely an opportunity that is tough to find for most clinic managers to find, as the path for promotion for most is relatively limited until someone above them leaves the company. This is not the case with this surgery center, and it is expected that this individual be strong enough to be able to be groomed into an eventual administrator role.”*
- The recruiter asks the candidate if the position would be of interest, and the candidate responds with *“where is it located”*. This is a fair question that deserves to be answered, but the recruiter missed an opportunity to **answer a question with a question**. Don’t mistakenly interpret what is simply a curious inquiry or a clarifying statement as an indication of interest. It’s okay to answer a question with a question; if you feel you need to buffer your response a little, start with *“that’s a good question”* or *“I’m glad you asked”* – but be comfortable with asking a closing question, and then be comfortable stopping talking. *“That’s a great question; are you asking because the opportunity is possibly of interest to you?”* You will find that you may have to give zero amounts of additional information, and the prospect will either talk themselves in a circle which requires no response from you, or will provide information that will allow you to probe further and understand the individual’s situation and circumstances. The person asking questions remains in control of the conversation; stay in control!
- The recruiter identifies that this is not the right candidate for the position. Instead of stating *“can you think of someone”*, make sure you **have specific name-gathering questions prepared**. *“Tell me the one person who”* or *“who was the most recent”* or *“who is the best”* is positioned to get a name; *“can you”* could yield a *“no”* response – as in this situation.