

INDIRECT APPROACH SCRIPT #1

Introduction: *“(Name), (your name) with (firm). I am an executive recruiter specializing in the placement of (titles) and (roles) within the (Industry), specifically in the (sector). My purpose is two-fold. First, I have a senior level opportunity I am working on for one of my top clients. Second, I wanted to learn enough about your situation to know when and about what I should be giving you a call. I’d like to start by sharing with you specifically who I’m working with, what they are looking for, and what they are offering.”*

Body: *“The company we have partnered with is (Company Name). It is a family owned firm formed in 1962 and is ranked in (Publication) as the (Position Rank) largest firm and fastest growing firm in (Location). Their actual location is out in the suburb of (Location). (Company Name)’s main drive is growing their book of business without losing focus on the number one priority, which is family. What this means to you is that although (Company Name) is small, their positioning and history in the market gives you stability in an environment where your voice will be heard because of the family atmosphere.*

The two leaders, (Name & Name), together make a dynamic team that makes it easier for the company to do business. From (Name)’s efforts in doing whatever it takes to foster a relationship with a client to (Name)’s constant work with the vendors, your job becomes easier because leadership has worked all roles in the organization as it was being built from the ground up. (Names) are the most ethical and straight shooters that we have come across in a very long time. Prior to taking on this search, we spoke with a number of current (titles) within the organization. The resounding feedback is that the best thing about working there is that (Names) lead in a way that you never have to question if your best interests are being looked out for. Both of them look at the organization as not employees but as friends and family, and even regularly open their books so that the organization understands how the company operates.

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 advertising software systems out there, and eliminates the tedious paperwork element of our business that slows most other (type of companies) down.”

Close: *“(Candidate Name), given your time and experience in the industry and the fact that you have hired multiple people into this type of role in the past, my question to you is who is the one person who is no longer on your current team or someone on a past team you know who would be able to excel in an environment and role such as this?”*