

INDIRECT APPROACH SCRIPT #3

(Based on the article by Gary Stauble, "How to Use a Survey as a Marketing Tool")

Introduction: *"Hello, this is (name) with (firm), and we specialize in (FILL). I'm not calling to do business with you but rather to see if you would be able to share some knowledge about (subject matter topic) for an article that I am writing. We would probably need about 10 minutes. Would that work now or would it be best to schedule a follow-up conversation?"*

If they try to push the call back too far, remind them of the due date of the article and that you won't be able to include them if not by (date).

Body: *"The article that I am writing is for (name of publication) on (date of release). I'm conducting a brief survey with a select group of people who I thought may be able to shed some light on the subject. I would be happy to publish your name and organization if I use what you have to say."*

Have your questions prepared based on the subject matter of your article; the questions below may generate some potential ideas:

- 1. What methods do you typically use to locate exceptional staff?*
- 2. What have been your toughest challenges with either finding or retaining employees?*
- 3. For what percentage of your searches do you use retained vs. contingent?*
- 4. How would you describe your level of satisfaction with each?*
- 5. How has the current economic climate affected your business?*
- 6. What innovative ways have you found to reward your staff or inspire greater loyalty?*
- 7. How do you define excellence in your team's performance?*

Close: *"Feel free to call if you need to keep a pulse on what the market looks like for certain skill sets or if you would like us to research salary comparisons for your current staff. I provide this for my clients at no charge and would be happy to do this for you as well. I will contact you when the article comes out and will get a copy to you."*

Follow-Up Call: You now have the perfect follow-up method, which is to contact them when the article comes out and to send them a copy. Premeditated follow-up is the most important part of this method. During the follow-up call you can recruit or market to that individual, or both!