

INDIRECT APPROACH SCRIPT #4

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 company is an active member of the (list any relevant Association memberships). In researching the market, I understand that you are a knowledgeable individual and as such, will be able to give me some advice, suggestions or perhaps a just a lead in the right direction for a confidential search I am conducting for my clients. Are you in a place you can speak, or at least listen?”*

Body: *“My company has been retained by a pre-IPO organization, which designs, develops and markets (Product type) for next generation (Industry served item). Specifically, they are building a next generation (Product type) that, unlike most of their competition, is actually not far from being fully operational. The company is located in the heart of the (Industry hub location, i.e. Silicon Valley for semiconductor as an example) and in less than 7 months since their first round of funding, they have attracted over 100 of the top talents within the (Industry) world. A couple of exciting things that are taking place, they have scheduled their prototype demonstration for the (timeframe) and they also have determined that the time is right to double in size and hire over 100 people over the next year. Getting in with type of organization means there is less of a hierarchal structure so you are able to come in and move up as different layers are created. You don’t have to wait until someone get promoted or retires to advance in your career. Plus, with less bureaucracy, decisions are made more readily.*

In the work we have done with (Company Name) in the past I’ve found that the best way to describe this position is as a producing sales manager. Production will be this person’s focus working with (type of clients). Management in (Company Name) has a solid network of sales reps throughout this territory that this person will work closely with to package (Company Name)’s (type of product or service). Not only will this individual be paid on the business they generate, but they will be paid on every piece of ancillary business that is written in the territory – whether they had anything to do with the sale or not. What this means is that they will have interaction with everyone who touches the sales cycle internally. The better job you do at supporting them, the better they do with hitting their goals and targets. And when they are meeting and exceeding their targets, you gain financially, as well.”

Close: *“(Company Name) has retained me to confidentiality contact the best (titles) who exist in the industry and share with them their story. Who are the top three (title)s that you respect?”*