

MARKET MASTERY SCRIPT #1

Introduction: *“(Name), this is (Name) with (Company), an executive search firm based locally in (city). I’m the director over our (niche) practice specializing in (function, industry, location, and level).”*

Body: *“I’d like to share with you something that would be important for me to know if I were you. I do nothing but talk to your peers all day long, 20 each day, 100 a week, and 5,000 a year. (%) of what I do is with repeat clients which means that they not only value me, but share with me strategic hiring needs that they do not share with others. I have been intimately connected within the (niche) space for (# of years) and the average tenure of the candidates I place is (# of years). Why does that matter to you?”*

Quite simply put, I know everything about my clients and I know what’s critically important to my candidates. Even if you aren’t ready to make a move now, I can almost guarantee that one day that may change. Even if you never go to work for one of my clients, I am confident that I can give you insights and information that will make you more savvy, educated, and prepared for that process. Even if you never hire someone through my network, I can give you competitive insights garnered from your top five competitors like (list of competitors). I can tell you what you should be making, what your competition is doing to land their top accounts, and how to stay viable within your firm – just to name a few.”

Close: *“If, at the end of this call, you haven’t felt it was a good use of your time, tell me and I won’t call you again. That said, would you prefer to talk this evening or can you speak confidentially from your office?”*