

## MARKET MASTERY SCRIPT #2

**Introduction:** *“(Name), this is (Name) and I lead the (Industry) search practice at (Company). We’ve been recruiting in the (Industry) for (# of years) and in that time, we’ve seen lots of changes in the (Industry) as it relates to recruiting and hiring.”*

**Body:** *“There is one approach that has remained consistent and that’s one where a recruiter that knows very little about you or the potential job, calls you up weekly, if not daily, about the most incredible position ever and who knows very little about you, knows very little about the opportunity and then asks you the question of who you know that might be interested in the position. They then, of course, dance around the game and ultimately gets back to say, “Why wouldn’t someone like yourself be interested” when they were probably thinking about you in the first place. Sound familiar?*

*Well, I pride myself on being a market expert and really knowing about the clients that I work with and the candidates that I represent. I believe that recruiting is not about awesome, stellar or incredible candidates and positions but about awesome, stellar and incredible matches. A few of my competitors may place more people than me, although I doubt it, but our retention rates are second to none and that is because of the time and care that we put into each individual we work with.*

*As you know, there are less than 200 established (Industry) companies, as well as approximately 50 start-ups out there with potentially viable (type of products) in development, and maybe a couple of dozen sizeable consulting firms for this particular marketplace. Out of that universe of about 300 potential employers, many are going to be located in places you would not consider moving. Many will have departmental structures that compartmentalize your function or minimize it, or they might treat you like a service group. Many will not develop products in the area that’s of interest to you and some of those that do will not be able to afford you or even allow you to explore some of the areas that might be of your interest.*

**Close:** *“The bottom line is that there are probably not that many organizations that you truly potentially could A) be a good fit for and B) be interested in. In order to make the right match, one must spend quality time understanding the skills, interests, aspirations, and motivations of the potential candidate, someone like yourself, and then also have good deep information on the corporation’s job opening, department, people, benefits, etc. As such, I would like to invite you to partake in a conversation with me where I will ask you some questions that will allow me to better know you and if any current opportunities would be relevant to you. Can we spend some time now, or would you prefer that I call you on your drive home tonight?”*