

MARKET MASTERY SCRIPT #3

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

Body: *“My team is heavily entrenched in the (Industry) and has placed (Industry) professionals with over (# of) firms all over the (territory). I firmly believe there isn’t a more connected (Industry) recruiter that exists.*

I know you get calls from lots of recruiters, and you should rightfully hang up on nearly all of them. They haven’t got a clue as to the difference between a (industry specific term) and a (industry specific term), they’ve never set foot in one of their client offices much less toured each of their facilities, and they wouldn’t be able to give you competitive insights garnered from your top five competitors like (list of competitors). However, I can, and I am asking for 10 minutes to share with you why I’m not the recruiter to hang up on.”

Close: *“Unless you are 100% confident that you will retire where you are, there is value in us spending just 10 minutes together. Is that now or on your commute home?”*