

## MARKET MASTERY SCRIPT #4

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

**Body:** *“I have several opportunities that I’ve been engaged to fill here in our own backyard, but that is not the primary purpose of my call today.*

*My team has worked for over (# of years) in the industry, connecting with key players such as you who at some point will be taking their next career step. What matters to you is that our retention rates of candidates we place are second to none, because my primary purpose is to understand what key individuals are considering as their next move and to share with them what my clients have on the horizon when the time is right.”*

**Close:** *“I have five questions to ask you, the answers to which will allow both you and I to determine if now is even an appropriate time for you to consider a possible career move. Regardless, it’s important for you to know enough about us to understand what we have to offer and how to best use us as a resource in the future. Do you have five minutes now or should we schedule a time tomorrow?”*