

MARKET MASTERY VOICEMAIL SCRIPTS

Example #1: *“(Name), it’s (name) with (firm). I am an executive recruiter in (niche) and I am not calling to pitch you a position. My approach is different and it’s what’s allowed us to place (# of people) in (roles) over the past (years). 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.*

The bottom line is that there are probably not that many organizations that you truly potentially could be a good fit for or ever be interested in. My objective is to set up a time for an initial conversation to begin to get an understanding of your skills, interests, aspirations, and motivations. You can reach me at (number) and again it’s (name) at (number). Look forward to speaking with you.”

Example #2: *“(Name), it’s (your name). I am a managing partner with (firm) in (location), and we are the (insert quantifiable firm accolade) in the (type of) market. 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. (number). Again, it’s (name) and you can reach me at (number).”

Example #3: *“Hi, this is (name) with (company). I run our (discipline) Practice for (firm) and I’m giving you a call because I am working on a very specific search for one of my clients. In the course of the very narrow parameters of this search, I’ve only been able to identify a handful of people who actually have the skill set we are looking for so far. You are one of them; give me a call and I will share with you why you may be uniquely qualified for what they are looking to do within their department. (number). Again, it’s (name) and you can reach me at (number).”*

Example #4: *“This is (name and firm). We are a (number of) year old executive search firm and I am a search consultant that specializes in (function, industry) in the (location). I do nothing but talk to your peers all day long, 20 each day, 100 a week, and 5,000 a year. (%) of what we 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 share that with you because if I was in your situation, I’d be selective about whose calls I return. Quite simply put, 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 leave your current firm, 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. I thank you in advance for your return call; you can reach me at (number) and again it’s (name) at (number).”*