



## Voicemails and Getting Returned Calls

**Presenter: Scott Love – Owner, The Attorney Search Group, a member of the Sanford Rose Associates® Network of Offices**

Scott Love is the President of The Attorney Search Group and a member of the Sanford Rose Associates network of offices. His office is a boutique legal search consultancy with a focus in placing attorney partners in the greater Washington, DC, area. Since 1995, Scott has placed key talent in legal, construction, IT and sales roles. As a professional speaker and trainer, Scott Love shortens the learning curve of new recruiters and sales people and helps experienced ones break through their barriers and reach their full potential.

Scott has authored three books, produced hundreds of video training courses and has been quoted in the Wall Street Journal, Selling Power Magazine, and dozens of trade journals and business publications around the globe. Over 4,500 recruiting and staffing firms from over 35 countries have invested in his tools and systems. In this presentation, Scott shares his best practices for creating and delivering engaging voicemails that get returned calls.

### **Meeting: “Voicemails and Getting Returned Calls” by Scott Love**

**If you are reviewing this episode with a team, watch the entire Episode. Use the notes below to identify the gaps between knowledge and application.**

**Facilitator:** As an exercise to examine our voicemail effectiveness, let’s start with everyone calling themselves on their own office line and leaving a voicemail as though you were leaving one for a candidate. Now, let’s listen to each and evaluate each of the components of an effective message that Scott covered.

**Inflection:** Describe your tone – does it rise at the end, asking for permission? Is it monotone and unengaging? Do you sound bored? Do you sound engaged, animated, and like someone who is a positive force to be speaking with? Do you sound like you are confident, prepared, and succinct? What are your thoughts purely on what you do well with tone and how you can improve? \_\_\_\_\_

**Sense of Urgency:** People need to know what they are potentially missing out on or what they will lose if they fail to act. Although this can certainly be overdone, and we don’t want to sound like an intrusive salesperson who is hawking wares, what are you doing to establish a sense of urgency? How can you communicate a sense of urgency without turning off the candidate on the other end of the phone? \_\_\_\_\_

**Release of Pressure:** We are more likely to be influenced by those we trust, but in the early stages of a professional relationship there is no trust yet to be had! Scott shares that empathy is a simple way of developing initial trust, since people like people who are like them. He suggests working in phrases such as “I know you get calls all the time, but this is something you should hear about. This is different.” How will you release the pressure in your voicemail, while still remaining in control and having a sense of urgency? \_\_\_\_\_



# NEXT LEVEL Exchange

**Specificity:** Scott shares an interesting point that few others ever cover; you don't need to share the specifics up front, but you do need to make sure the candidate understands that the purpose of the call is specific. This builds curiosity and reinforces credibility, both important components in securing a return call. If this is something you will incorporate into your voicemails, what will your exact language be? \_\_\_\_\_

**Differentiation:** A quick point from Scott but one of the important ones – what is your separation from the other voicemails received? Scott mentioned in his introduction that candidates do not care about the name of your firm, they do not care about your brand equity, and they likely do not care about your background or track record. They care about what you can do for them today. What will be your point of differentiation? If you were happy, not interested in another opportunity, and got calls from four recruiters in one day, what would prompt you to actually call one of them back? \_\_\_\_\_

**Strategy:** We have a need for fulfillment in our purpose and a sense that we have achieved our calling. *“Organizations are not a source of security but they are a source of identity,”* says Bill Taylor, Co-Founder of the magazine Fast Company. People want a company and a role that they can attach their identity to. People are drawn to an environment where they are not just recognized for their own achievements, but by aligning themselves with a bigger purpose. How can you communicate that may serve as the conduit to that professional fulfillment? \_\_\_\_\_

**Connection:** How are you sharing with the candidate that you are there to serve them? Not that they are important only because your client has a need, or because there is a potential fee attached to them. Instead, you are there to lead people forward to decisions that are in their best interest. How will you establish a sense of safety in speaking with you? \_\_\_\_\_

**Take Action:** What do you want the candidate to do? Succinctly, simply, and with very little time commitment required. How will you clearly communicate the course to take action? \_\_\_\_\_

You knew the time was coming – time to rescript your voicemail! Using either Scott's example below or one you create yourself, rescript and then call back and leave a voicemail for yourself. Now solicit a new round of feedback from the group! Above all else, track results and continue to modify until you garner at least the 20% return rate that Scott set as the ultimate goal. Your script: \_\_\_\_\_

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*"Hi, Joe, my name is Scott Love and my number is 202 695 8071. I am looking at your profile on the web right now and that's what prompted me to reach out to you. There are some things you have accomplished that I believe fit within the strategic sweet spot of one of my clients. I own a company here in DC called The Attorney Search Group, where I get involved in partner level recruiting just for law firms here in the area. I am sure you get a lot of calls like this from other recruiters, but this situation is quite unique in that a large part of my client's DC growth strategy would be dependent upon your particular practice area. And this is a firm that has retained me on this search, so I'm not on a fishing expedition. I believe that the convergence of the quality of this firm, their brand equity, their strategy, and the timing of this could all spell out real opportunity with minimal risk for someone like yourself. This is exceptionally rare and is probably worth a few short minutes for us to talk about this. I am around the rest of the day, my number is 202 695 8071. And I'm going to shoot you a quick email if you want to email me back and let me know a few times that work for you, we can talk then. I look forward to hearing back and have a great day."*