

NLE Quick Tip: Phone PLUS Email

(Facilitator): The statement of “I should just send an email, I get a better response that way” may be true – but only when the response is a transactional one. Knowing when you are using email as a crutch or using email as an effective follow-up is critical, so let’s cover first a solution to a problem you may not know exists – phone fear. Even the most tenured of recruiters can feel like the phone is a brick at times, which is when using email as a “solution” may fit in.

If you need to strengthen your phone confidence, take note of the following:

- Remind yourself that your intention is to provide value, and that you would not (or in fact could not) sell something to someone if the match was not a fit. Therefore, you are simply providing value.
- Remember to seek information first; your objective is to find out what the candidate or client needs what it is that you have. See the first bullet above for why!
- Release yourself from the outcome of the call. Let go of the need for the prospect to say yes or to immediately buy from you; desperation can come through over the phone. Focus instead on what they need, and then educating them as to how you can provide a solution to that need.
- Remember that this is about them – not about you. Why? Most nervousness stems from being paranoid as to how you are coming across; instead, turn that around to focus on them and what they need, and the nerves can lessen.
- Have a script that you LOVE. Get to the point quickly, with a concise introduction that you would listen to if you were on the other end of the line. And make it about them and what they need, not about you and what you need!

Which of the above stands out to you, and is something you want to focus on in the coming weeks as you strengthen your phone confidence? _____

(Facilitator): Erin acknowledges that there are indeed some times that call for an email! If and when you are sending either an introductory email or one throughout the sales process, keep in mind the following tips for effective emails:

Tip #1: Redo it! Create multiple drafts of the same email, editing each time for clarity, tone, expression, and strength. Track the effectiveness of each iteration, and continue to edit from there. Another option is to send the same email to two different groups – each group with a different subject line (but the same message). Track and use the subject line that generates the most replies.

It takes time and patience to create an exciting and effective message – don’t Recruiter Attention Deficit Disorder yourself!

Tip #2: So what? Ask yourself that question after you read your email – because your prospects are. Every statement you make must either deliver a specific benefit or connect with them on an emotional level. Review your emails and see if they pass the so what test!



NEXT LEVEL Exchange

Tip #3: Avoid clichés like the plague (and jargon, and generalities, and glaring statements of the obvious...). Nothing turns an audience off quicker than blanket, general statements like “an opportunity too good to catch up” – be original and be specific.

Tip #4: There is a difference between SPAM and spam. One is loved (kind of) and the other will leave your email in the deleted items folder. Avoid spam words like final, reminder, sale, complimentary, exciting, unique, state of the art...to name a few.

Tip #5: Get some help. Find a peer who can review your text and then be able to receive feedback on what to keep and what to change. Resist the urge to figure this out on your own!

Tip #6: Keep sentences concise. Like this. Short is easier to read. Like that.

Tip #7: Sign off in a smart way. What message does your email signature communicate? Of course the basics should be included, but consider including one or two additional features such as a link to an industry article you published, or an upcoming industry event you are attending, or an automated scheduling feature where candidates and clients can block time on your calendar without having to respond.

Tip #8: Pay attention. Just like your prospects, you get hit with sales emails all day long. Why do you delete some and make it through reading others? With those you actually read, what causes you to respond and for what reasons do you delete? What do effective follow-ups look like to you, and what makes you feel like someone is harassing/stalking you? Pay attention to what works for you, and emulate that with your own emails and strategies!

Tip #9: Be YOU. We all know what a form email looks like, and we know when we get them. Do not be afraid to let your personality shine through and be a human, not an email bot!