

## NLE Quick Tip: Mass Emails and Your Database

**Presenter: Jordan Rayboy, President – Rayboy Insider Search, a member of the Sanford Rose Associates® Network of Companies**

Jordan Rayboy is president and CEO of Rayboy Insider Search, a member of the Sanford Rose Associates® Network of Companies and leads the top information storage focused executive firm in the country. The Rayboy IS team has helped clients hire hundreds and hundreds of sales, engineering, and management professionals. Jordan is a frequent speaker at recruiting industry events and associations, at both state and national levels, with a goal of helping to elevate the level of the recruitment industry.

In this quick tip, you can't beat speed. Speed and quality are what our clients want. It's what the job boards, the internal recruiters, and your generalist competitors don't deliver. If you can drastically shorten your client's time-to-fill cycle, you are providing true measurable value. This quick tip is about leveraging recyclability by optimizing your database and harnessing the power of mass emails.

### Meeting: “Mass Emails and Your Database” by Jordan Rayboy

**Facilitator:** With over 124.5 billion business emails sent daily, and professionals receiving on average 121 emails a day, there is no arguing that email isn't a powerful tool that can get a professional's attention. With slightly over 60% of emails read on a smartphone, your message must be one that is targeted, easy to read, and appealing to the candidate reading your message. However, to launch a successful mass email campaign, you must first put some thought into the strategy, and that starts with how to utilize your database to create the most effective target lists to send your emails.

Jordan begins first by creating target email lists through his ATS that he will use to focus his mass emailing efforts. Like Jordan, simplify your industry by breaking up your practice by location, function, and specialty:

#### Market Specific: (State, City / Function / Specialty):

STATES/ CITIES	FUNCTION	SPECIALTY
NY, New York City	Sales	Federal
TX, Dallas	Presales Engineers	Civilian
IL, Chicago	Sales Leadership	DOD
CO, Denver	SE Leadership	Intelligence Community
		Federal Systems Integrators

Using Jordan's example, what are your "bread and butter" target lists?

STATES/ CITIES	FUNCTION	SPECIALTY

If needing to simplify your target lists, even more, write out your additional areas:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Next, you have to have a compelling story to sell! Start by connecting with your hiring manager to create your sizzle for the company and the position you are recruiting. With that vital information, you can then create your mass email. Incorporate Jordan's script he uses when connecting with the hiring manager to tee up the purpose of getting this information:

*"So Mr. Hiring Manager, you've given me a lot of great ammunition to work with. Let me ask you: We're mainly calling candidates who are currently employed with your direct competitors that are doing well, and most likely not actively looking for a job at the point we call them.*

*When we get these passive A-players on the phone, what story can we tell them about what is sexy, unique, or exciting about this opportunity, on your team, at this point in time that is going to get them open to at least having an exploratory conversation with you?"*

Use the below questions to uncover more sizzle from the client. Like Jordan stressed, if the manager isn't getting you excited about the role, then you probably won't be able to get candidates excited about it! With that in mind, what additional questions will you want to ask of your hiring manager about the company and sizzle to make sure you are leaving no stone unturned?



**Company Questions:**

1. When was your company founded?
2. How many offices do you have? Do you anticipate opening others in the coming years? If so, where?
3. What was your previous year's volume? What is your current year's expected volume? How does your company's size and volume compare to where it was five years ago?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Sizzle Questions:**

1. Why should a person who is happy and secure in his/her position, quit their position, and come to work for you? *OR* What is exciting about this position that not everyone knows?
2. If the candidate hired turns out to be a superior performer, what is the next step up? Where can he/she be in 3 years - in 5 years? *OR* What is the career path from this position?
3. If the prior person in this role was promoted, causing the opening, does the same opportunity exist for this future hire?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

The last step is creating a structured template for your mass emails. Jordan reviewed five tips to the structuring of a powerful recruiting email:

- Strong subject line
- A clear introduction
- 1<sup>st</sup> paragraph – Sizzle about the company
- 2<sup>nd</sup> paragraph – Sizzle about the position
- Call to action



Using this outline and the below notes Jordan shared, create your template for your mass emails:

**Subject:** *Sizzle about both company and position/ Name of Firm/ Your Name*

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**Introduction:** *Who you are - including your F.I.L.L. (Function, Industry, Level, and Location)*

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**1<sup>st</sup> Paragraph:** *Sizzle about the company*

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**2<sup>nd</sup> Paragraph:** *Sizzle about the position*

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**Call to Action:** *Asking to connect for a live conversation*

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