



NLE Quick Tip: The I-Model for Prospecting

Presenter: Rob Mosley, Managing Partner of Next Level Exchange

Historically recruiters create a “sea of sameness” with calls and emails that tend to focus too much on the service provided by the recruiter’s organization. These messages are disconnected from the real priorities and can be perceived by the prospect as self-serving, self-interested, and lacking real insight into their business. In that initial connection, they are also making decisions based on the value in your message – is it even worthy of a response?

The purpose of the I-Model Approach for Earning the Meeting is to initiate communication in a more diagnostic conversation (or face to face meeting) with the decision-maker. Through using this approach, you will turn cold calls into warmer consultative conversations that accelerates the relationship. Additionally, you will stand out from the masses and the sea of sameness in voice mails and emails by better communicating a clear purpose for the conversation.

Meeting: “The I-Model for Prospecting” by Rob Mosley

(Facilitator): You heard it straight from Rob: Listen, don’t talk about yourself, avoid awkward silences, don’t give away too much too soon, don’t wander in the conversation, maintain confidence, discuss relevant topics, and on and on. If we are willing to dedicate time to prepare to make a strong impression on a first date, why don’t we take time to do the same in our professional dating? When attempting to move the business forward and secure the next meeting, preparation is critical! Nevertheless, most aren’t willing to slow down and take the time to plan their sales calls. Simply put, the more sales call planning you do, the more effective you will be.

Whether calling, emailing, or leaving a message, first attempts (or cold calls) are a necessary part of prospecting clients and candidates. Despite its importance, cold calling is often the weakest part of many salespeople’s skill set and routine. By following the I-Model broken down by Rob, coupled with planning and practice, this approach can be the difference between being just another recruiter, to a trusted consultant to your clients and candidates.

Let’s put this model to the test by getting started with a simple call plan of 10 targeted candidates or clients. Remember, these are first-time attempts. List those contacts below:

| CALL PREPARATION: CANDIDATE OR CLIENT PROSPECTS | |
|--|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |



With the average attention span of an individual being just eight seconds, it's essential to make every second count, and that starts with knowing the objective of each call. Reviewing the identified target list, break down the call objective for each person. Keep the following questions in mind:

- What do I want my client/prospect to remember about this conversation?
- What am I trying to accomplish by talking to this prospect?

Example of Call Objectives: *To confirm decision-makers for the project, identify relevant goals and initiatives for the company/ division, determine who influences the project, make a recommendation for next steps.*

| WHAT IS THE OBJECTIVE OF THE CALL? | |
|------------------------------------|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

What additional research do you need before connecting with your prospects?

Example: LinkedIn, ATS/CRM, industry or company website, trade publications, etc.

Notes: _____



Next, work through the I-Model Rob described and craft your message for the four steps: Introduction, Insight, Inspire, and Invest. Use the examples to help create each section of your script:

Introduce: Who are you? What do you do?

Example: “Good morning, <insert prospect>. <Insert name> with <insert company>. I am responsible for developing business relationships with key clients in the <insert industry>.”

How will you introduce yourself?

Insight: What does the prospect need to know about you, your position, organization, or industry? (i.e., referrals, industry or corporate trends)

Example: “<insert prospect>, I understand you’ve just accepted the position as Vice President of Sales for ABC Corporation. Congratulations! I also understand that your organization is scheduled to introduce a new <insert insight> next quarter, which means your first few months will be filled with decisions that could have a big impact on your success for years to come.”

How will you share insight?



Inspire: Why should the prospect listen to you? (i.e., quantify by sharing metrics, like an actual reduction in cost, improved efficiencies or increases in profitability)

Example: *“I have partnered with specific key players, including X and Y, in the manufacturing industry, helping them anticipate the very special challenges that are unique to the introduction of a <insert insight>. Those partnerships have resulted in improved efficiencies resulting in <insert quantifiable info>.”*

How will you inspire the prospect?

Invest: What do you expect from me? How will we spend our time together? (i.e., Who, What, When, Where, and Why?)

Example: *“It would be great to have the opportunity to spend 20 minutes with you to better understand your short-term and long-term hiring goals and to identify how we can be of assistance in identifying key talent for your business. How does 9 – 9:30 am this Tuesday or Thursday look for you to have that conversation?”*

How will you ask for next steps?



Now that you have drafted your script for your live calls, create a voicemail and email template for your prospects. What modifications will you make (from the original) to fit that form of follow-through?

Voicemail: _____

Email: _____

