



NLE Quick Tip: The Power of the Preface

Presenter: Karen Schmidt, President of Sanford Rose Associates International® & Managing Partner of Next Level Exchange

The power of the preface is incredibly impactful when it comes to framing what's to come next – and can be used negatively or positively. Focus on the positive. In this NLE TV video, Karen gives examples designed for more thoughtful implementation. Starting off, you'll hear some fast examples to help gather data points to move the conversation positively.

Meeting: "The Power of the Preface" by Karen Schmidt

If you are reviewing this Episode with a team, watch the entire Episode and ask your group for their key takeaways and insights that they pulled from the Episode. Review the below to fill in the gaps.

Facilitator: The preface is incredibly impactful when it comes to framing what's to come next. Think about if you are wanting to gather some data points. How would you reframe the question "Are there any departments within your firm that aren't fully staffed?" with a different preface that would still allow you to gather data. What question would you ask instead?

Facilitator: When you preface a question as being a 'quick' question and then structure the question in an assumptive manner, you might find that you get a more accurate response and direct information.

Write three examples of a "hey, real quick" question you could ask before you end the call.

1.

2.

3.



Facilitator: What quick bites of information would be helpful to aggregate over a period of time?

Example: Team structure or information on competitors. List some examples here:

Facilitator: Using the above examples, craft three prefaces that would allow you to structure a question that gets you what you need quickly and concisely.

Example: "I'm sure you can help me with..."

1.

2.

3.

Facilitator: Explaining the purpose behind the question you are asking can allow you to show your scope of insight. Taking the time to create some thoughtfully prefaced questions can elevate how you are perceived.

Create one question here which uses a preface that shows your knowledge of the industry.

Example: The economy continues to create a competitive employment environment; where are you experiencing your greatest hiring and retention challenges right now?



Facilitator: Now, let's talk about a more strategic situation. Think about all the conditions you encounter – small and strategic – and script out a better way to continue elevating your questions and conversations.

What is a common question you ask? Rewrite that question with a more strategic preface that helps your candidate or client see what's in it for them:

The Recommendation

Facilitator: Let's say you are ready to recommend partnering exclusively with your firm or working on a retained basis. There is a significant benefit to prefacing WHY you are about to recommend this solution.

Write a script that acknowledges that your client or candidate has been heard but offers what you are committed to doing for your client or candidate. Explain the plan for the rest of the call and ask for agreement, such as "does that sound fair." Assuming the answer is "yes," continue with your script to include what you will do to show your candidate or client that you are working on their behalf. Explain that your level of transparency sets you apart from other recruiters.

Write your sample script here:

Facilitator: If this is a team activity, share the sample scripts with the group and provide feedback.