



ProMarketing Candidates

1 SELL FIRE EXTINGUISHERS TO THOSE IN A FIRE

Don't cold call. Solve a problem.

Problems you are solving:

1. The need to find work for your inventory.
2. The need of companies to find high-demand talent (that you already have).
3. The need for someone to dedicate to searching for rare talent.

Your inventory of candidates on your bench are tools to start dialogue with potential clients. Your goal is to create a relationship by attempting to solve a problem. If you are not able to solve the problem, at minimum, you should walk away with a good contact that you can keep in touch with. You should know the potential for helping them in the future and what that need might be. This initial contact should establish AT LEAST 1 of 3 things:

1. Hiring authority is interested in your candidate.
2. You learn about other openings or contacts that could use your services.
3. You make a new friend to stay in touch with for future business.

This is how we make outbound calls that are productive. 3 productive conversations a day means 15 in a week means 60 in a month and 180 contacts per quarter to keep in touch with.

2 HOW TO ENGAGE LINE MANAGERS

Hi John, it's _____ from LyrGroup. We are a staffing firm based in Concord.

The reason I am calling is that I work with [xyz well-known competitor from your industry] and have 3 individuals with X skillsets and experience that I thought could be a logical fit for your organization. Therefore, I thought I would check in to gauge your situation and find out what you're forecasting for the quarter in terms of hiring.

Are these the types of people that would add value to your organization?

[if no or not hiring or some kind of negative response]

Ah, ok. Is it a slow period right now or am I simply off base in terms of the type of people you would need?

Do you typically use external resources to staff temporary positions?

So that I can ensure that we are competitive, what sort of rates are you accustomed to working at?

How are things with other agency working out?

[Most important question:]

I am seeing some movement in the market right now of talented people. What sort of profile would you want me to call you about right away if I happen to find it?

[If they give you a type, proceed to get the details as if you are taking an order]

3 PICKING UP THE ORDER

What steps have you taken in filling this role?

What is the priority of this search on a scale of 1 to 10?

Should I clear my desk of existing clients and make this my top priority?

What is important to you in selecting a search firm?

What are the top 3 things you want to see on the resume?

Implication Quadrant

POSITIVE

NEGATIVE

If I am able to find you the right person and produce the results you are looking for, what are the good things that will result in the office?	What sort of negative implications will occur in the office and organization if this spot goes unfilled?
How will it affect you positively if we get the right person in place?	How will it make your job more difficult or affect you if this the right person is not found for this function?

What sort of projects will this person be working on?

What is the cultural fit that tends to work out best?

What is the hiring procedure?

What would you look at paying this individual?

How many people have you considered already?

How many other agencies are you working with for this requirement?

Any other information that I am missing that I should know?

If I find someone for you by ____ day... what day would you be able to interview them?

Let me get going on this and get back to you with some results.