

DEVELOPING EXCEPTIONAL RECRUITERS

Opening Pitch Example

1. Introduce
2. Present the problem
3. Offer a solution
4. Call reason

Reverse Marketing Example 1

Introduction:

“Hi, my name’s Laura, I’m the Director here at Hume Scope, it is great to catch you. We have recently connected on LinkedIn and I specialise in recruiting within the marketing sector. Is now a good time to talk?”

Problem:

Since you are a Leader within this space, I know you must be feeling the candidate shortage that our industry is currently dealing with when it comes to hiring Senior marketers.

Offer a Solution:

Our focus as an agency is on connecting with passive candidates, i.e., those who are not actively on the market, and in doing so have developed a strong pool of people we can engage with when recruiting for our clients that they may not be able to find themselves.

Call reason:

With that in mind, I am actually working closely with a candidate at the moment who may be of interest to you.



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Reverse Marketing Example 2

Introduction:

Hi, my name's Laura, I'm the Director here at Hume Scope, it is great to catch you. We have recently connected on LinkedIn and I specialise in recruiting within the marketing sector. Is now a good time to talk?

Problem:

Since you are a Leader within this space, I know you must be feeling the candidate shortage that our industry is currently dealing with when it comes to hiring Senior marketers.

Offer a Solution:

We work closely with two other companies in your industry sector, x and y, and because of this we spent a lot of time engaging and connecting with candidates who have relevant industry experience, as well as the right level of marketing skills.

Call reason:

With that in mind, I am actually working closely with a candidate at the moment who may be of interest to you.



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