

DEVELOPING EXCEPTIONAL RECRUITERS

Reverse Marketing Template

3 statements that clearly demonstrate why the candidate is suitable for this client:

1. Related industry experience
2. Specialist skills/project/technical experience
3. Key achievements relevant to the prospect

Call to action:

1. Create urgency

- Example:
 - "The Candidate is already at second interview stage at one of your competitors"

2. Create exclusivity

- Example:
 - "The Candidate is only passively on the market and is not applying for roles"

Ask an open question:

- "How does someone like this sound to you?"
- "What are your initial thoughts on their experience?"

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Innovative and creative recruitment courses.

