

Client Call Playbook

You did your research and found prospective clients who look like your existing/ desired customers. How do you build rapport?

Create opportunities to demonstrate capabilities quickly. Make sure they are aware of your success in the market and offer advocacy to the quality of the work you're doing. How do you do it?



Share your track record



Social proof - testimonials, case studies and recommendations - are a great plus that not only will highlight your value but will also validate expertise.



Share insight - your customers want to know what the state of the market is and learn/ take advantage of it.

Questions

- What are the biggest challenges in your sector?
- How was your experience working with recruitment agencies?
- Who is your target audience and how important is new talent to your organization?
- How can we create a framework to work together in the future?

Pre-call planning	Goal	Advances
• Build a list of at least 3 people from that same company • Spend time on researching and creating that list because you will get different perspectives • Think of how you frame the purpose of the call. Is it: - Recent projects? - Successes? - Pre-built talent pool? - Tried and tested people? - In-depth knowledge of their business?	• Make a good introduction for future collaboration • Discover their hiring plans • Secure a discovery call • Build rapport with business orientated common ground	• Progress to a longer meeting/ discovery call (Zoom) • Send insights/ case studies • Value proposition reinforcement • Get referred to a decision-maker • Define grounds for future collaborations or a sell in

Potential fall backs and how to tackle them

- "I don't have time."
 - Reconsider your Intro and don't invite for a rejection. Instead, offer alternatives.
 - "Not looking to hire at the moment."
 - Adjust your purpose oh phoning: " I understand, that is not why I'm calling. I'm more interested in exploring a long-term partnership. "
- Focus on finding out:
- Reactive hiring
 - Leavers
 - Changes in workload
 - "We don't work with agencies"
 - How are they hiring? What frequency? Do they have a contingency plan?
 - "Don't like your reputation/ I don't know you."
 - What do they know about you? Whom are they working with? Clarify.