



Sales Fundamentals

Candidate Flips

What is a Candidate Flip?

A **Candidate Flip** or 'Flipping' is a term used to describe turning a **Candidate** into a **Client** or a **Client** to a **Candidate**.

Benefits of 'Flipping' Candidates and Clients



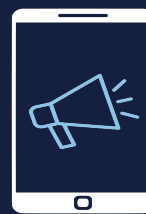
Stronger
Relationships



Larger
Client base



Stronger
Sales
Pipeline



Greater
Ability to
Influence



Saves
Time

Tips for a Candidate Flip



Build Rapport First- Don't try and flip the call too soon



Use the Candidate Screening to Gather Information on the Company as a Client



Be Prepared and Do Your Research



Wow them with Your Service and Knowledge - Build Credibility and Be Consultative



Flipping a Client to a Candidate

Flip Client's You Have a Relationship with

Listen for Buying Signs

Ask for Referrals for Roles they Might Be Interested In

Avoid Company Founders