



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