



Cold Market Phone Script

Hello, _____? _____, this is _____ (*first name only*) with the Seifipour Agency.

[Choose one depending on the situation]

You responded to a job posting we have looking for sales representatives and leaders. Did I catch you at an okay time?

OR

We are looking for sale representative and leaders, and I came across your resume. Did I catch you at an okay time?

Great. I looked over your information and I have a few quick questions for you before we start talking about an official interview.

1. What do you do now?
 - a. What do you like about it?
 - b. How long have you done that?
 - c. What got you into it?
2. What has you looking for something new?
3. What are you looking to get out of a change?
4. Why can't you get that with what you do now?
5. How much do you know about us?

What I'd like to do is go ahead and get you some more information about our company so that you can make an informed decision about whether or not you'd like to move forward with a more formal interview. I'm going to send you some links to a couple of short videos that go deeper into who we are, what we do, how we do it, and who we're looking for. When do you think you'll have a few minutes to look over them – can you get to them by _____?

Okay, I have your email as _____. Is that correct?

Great. The subject line will say, "Career opportunity per our phone conversation." Go ahead and take a look at the videos, and if you're interested, I'd like you to email me back with three reasons why you think you'd be a good fit.

Now, if I don't hear back from you by _____, I'm going to assume either you aren't interested or the timing isn't good for you right now, and I'm going to move on to another candidate. Does that sound fair?

Great. I'm sending over the links now, and I look forward to hearing from you.



Candidate Information Form

Candidate Name: _____ Date + Time: _____

Phone: _____ Email: _____

Source: _____ (Craigslist, ZipRecruiter, CareerBuilder, warm market, etc.)

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| 1. What do you do now? | |
| What do you like about it? | |
| How long have you done that? | |
| What got you into it? | |
| 2. What has you looking for something new? | |
| 3. What are you looking to get out of a change? | |
| 4. Why can't you get that where you are now? | |
| 5. How much do you know about us? | |