

Initial Contact Phone Script

The point of the initial contact is simply to see if the candidate is open-minded to learning about Family Heritage. Do not “pitch” the career or get into a back and forth Q&A.

Hi is this _____? Hey _____. This is Michael Casco, VP of Recruiting with Family Heritage. I’m calling in response to your resume/application on _____. Do you have a couple mins?

Who are you working for right now? *If you have resume, confirm their employment.*
What’s got you looking to change careers?

Example: If they say “more money and advancement”

Tell me a little more about that.

(Listen and take notes, be ready to repeat what they just said using their emotional words.) This develops trust and permission to dig deeper.

That’s a tough position to be in. I hear that way too often. *(Empathize so they know you heard them)*

Would it be okay to tell you a little about our company and what we’re looking for?

First, do you know anyone who’s battled Cancer, dealt with a Heart Attack/Stroke or had a bad accident? *(Wait for response)* Ya, seems like EVERYONE knows someone. We help families financially when they’re going through these situations so they don’t have to worry about how they’re going to pay bills because they’re missing time from work, or being able to afford the best treatment. We’re expanding because of the growing need in businesses around your community.

What we look for in a candidate is:

1. A skilled communicator who has a passion for helping others and has a disciplined work ethic: We do NOT micromanage.
2. 2nd is somebody who's teachable, coachable, wants advancement and possibly a leadership position.

Does that sound like you? Why do you say that?

_____, what would you say is your greatest professional strength? *(Optional if you need to get them to talk more)*

I like the sound of that. Do you have an interest in moving forward into the interview process? Great, so do I.

Here's what's next... I'm going to have you view our Company Spotlight which details many of the things you have questions about, like who we are and what we value as a company. Also how the products help our clients, compensation, training and advancement. That way, when we speak again, we can focus on more meaningful things to you like what your career looks like in 1 month, 6 months, 1 year, versus the basics of the company. Does that make sense? You mentioned earlier that you're looking for better income and advancement *(give them back what they gave you earlier as their reasons for looking for a new career)*, I'd like you to pay close attention when the video talks about those so you get a great idea for what makes us unique.

What do you have going on in the next 30 mins/hour...? *(Wait for response)*
Can you watch the Spotlight now? *(Wait for response, if not move to next question)*
When can you take a few mins to watch the Spotlight, this morning, this afternoon, this evening? About what time...? *Get a time commitment. Your sense of urgency will be their sense of urgency.*

Perfect, I will send you a text for the Spotlight link along with a Candidate Assessment that tells me more about you than your resume does. Make sure you fill out the assessment after watching the Spotlight. Once I receive that I'll reach out to schedule an interview. Write down any questions you have so we can review them. I look forward to talking with you ____ at ____.