

INSIGHT CALL PLAYBOOK

During the lockdown period, the behaviour of decision makers changed. There was a definite move towards a need for surety. Security and certainty. Brochures and websites and enthusiastic sales calls did not win business. The new currency became trust, risk reduction and insight. That is likely to continue through 2020. Money is still being spent, just with more control and with a better supplier selection process. This is a golden time for good recruiters to win good business.



THINKING TO ADOPT

- Good recruitment is not a cost, it's an investment
- Insight reassures strangers you know your market and can provide advice
- To become a trusted advisor requires two things – trust and advice
- Evidence, logic and data help endorse emotional purchases

PRE-CALL PLANNING	GOAL	POTENTIAL HAZARDS	ADVANCES
<p>Know your data and create a visual to support what you say</p> <p>Know the persona of the person you are calling and what insight will be of most value</p> <p>Focus on being informative and valuable – this is the selling</p> <p>Less is more – focus on one piece of insight rather than drown them with many</p>	<p>Gain attention with a good introduction</p> <p>Build rapport with business orientated common ground</p> <p>Share insight and get their own opinions and experience</p> <p>Invite to a webinar you're hosting on the subject</p> <p>Find out what insight they would find most valuable in the future</p> <p>Secure a Zoom discovery meeting</p>	<p>No time to talk – Book slot or side step “in my experience, there's never a good time to talk to someone like me..” Reconsider your intro, are you inviting this rejection?</p> <p>Not hiring at the moment – “That's not why I'm phoning” Share your insight and avoid the talk of recruiting and recruitment until they give you a buying signal that is recruitment related.</p> <p>Over talking – this is a conversation. Share highlights. Ask questions, get them involved. Their personal opinions are valuable to understand.</p> <p>Can't get gold of them – use the waterfall – try at a different time of day. No message. Send a <20 word email.</p>	<p>Progress to Zoom meeting to share insight in full with visuals</p> <p>Request for information about your agency</p> <p>Get referred to another manager</p> <p>Advance to recruitment planning and talent discussion</p>



QUESTIONS

- How do you keep up to date with trends in your sector?
- What podcasts and new channels do you use?
- What networking groups are you a member of?
- What webinars would you be tempted to attend in the future?
- How often does the subject of talent management come up at work?