

Generating Jobs

The following information can be helpful for generating new, direct-hire jobs:

1) **Phone Calls to Prospective Clients:**

a. Pre-work (before reaching out)

- i. Evaluate which target companies will yield the highest return (ROI) on your time investment. And, record progress with each target client in the ATS/CRM system (Crelate). Examples of leads can include:
 1. Word of mouth referrals
 - a. **Golden Nugget** – Put the name of the person who referred you in the subject line of the email, and mention that person first thing when you speak to the contact or leave a voicemail. It builds connection and credibility.
 2. Research companies within your personal or professional network – where do your friends, neighbors, family-members work? Who do *they* know?
 - a. LinkedIn is an ideal resource for this type of information.
- ii. Target potential *buyer contacts* within the prospective Client company.
 1. Examples of *buyer contacts* may include:
 - a. Director-level
 - b. Executive/C-Suite individuals
 - c. Project/Program Managers

b. Business Development Phone Calls:

- i. **Suggest giving your name, company, and *immediately* identify your connection to the prospective Client**
 1. **Golden Nugget:** There are never “cold calls,” there’s always a warm connection – do your research and find that connection, for example:
 - a. “We are both members of XYZ Club/Association”
 - b. “We were exhibitors at a conference you recently attended”
 - c. “I think our kids go to the same school”
 - d. “Our mutual contact, Jane Doe, gave me your name”
 - e. “We’re both from Cincinnati, etc.”
- ii. **Give a 1-2 sentence *brief* explanation of what PRG&Me does**
 1. “PRG&Me is a staffing program that helps businesses, like yours, find talent for open, direct-hire positions at *half the price* of traditional staffing firms.”
- iii. **Identify *their* need/demand – requires some research/pre-work:**
 1. “I saw on your company website that you’re looking for a Project Manager in Columbus, Ohio...”
 2. “I noticed in the [magazine/newspaper/article] that you’re opening an office in Charlotte, NC, and are adding fifty new jobs...”
 3. “I heard your big project in Atlanta, GA is moving forward...”
- iv. **Indicate you have the *Supply* to meet their *Demand***
 1. “I wanted to let you know, we have a number of local candidates on our bench who would be excellent to fill those roles...”
 2. “We just placed a [similar position] this month and have vetted a number of premium candidates who may be a great fit...”
 3. “I have access to recruiting resources that can generate additional candidates for you to review, free of charge...”

- v. Hit the “Easy-to-Work-With” and “Problem-Solver” buttons
 1. **If you have good candidates for the role:** “Because PRG&Me submits candidates to clients free of charge, I would like to send you a few candidates who may be a good fit...”
 2. **If you don’t have candidates for the role:** “Here’s what I can do – give me a couple days to review our available candidates and I will send you a few candidates who may be a good fit for the position. PRG&Me presents candidates to clients free of charge...”
 3. **If they *do not* want you to send candidates:** “I completely understand ...is it OK if I send you a copy of our digital brochure? That way you can have my information for when you have a staffing need down the road. Does that work?”
 - a. **Golden Nugget:** Make sure you have their *email address* if you call them. Sometimes folks end a call and realize they did not get a preferred email address.
 - vi. **If they shut you down completely on sending candidates – thank them for their time and:**
 1. Ask if they know of anyone else in their company, or elsewhere, who may be looking for staffing/hiring support; and/or
 2. Indicate you’ll keep them on your *quarterly* contact list and reach out every few months to see if anything has changed. Always try to retain control of the communication/action.
 - vii. **Briefly reiterate what *next steps* are and pleasantly conclude the call:**
 1. “I’ll send you a few candidates within the next couple days...”
 2. “I’ll send you a copy of our digital brochure this evening...”
 3. “I’ll be sure to add you to our quarterly follow-up list...”
- 2) **Emails to Prospective Clients:**
- a. If you email a prospective Client, consider using the below email as a template.

“[CLIENT]:

[If you called them first] – “It was great to chat with you [yesterday/this afternoon]. Per our conversation, attached is an introductory brochure regarding PRG&Me’s staffing services.]

[If you email them *first and you don’t know them/were not referred to them*] – “My name is _____, and I’m an Associate with PRG&Me, a new, cost-effective staffing and recruiting service. I attached a copy of PRG&Me’s digital brochure for your review.]

[If you email them *first and you know them/were referred to them*] – “[Referral contact] suggested I reach out/I wanted to reach out to let you know I’m an Associate with PRG&Me, a new, cost-effective staffing and recruiting service. [Referral contact]/I thought you may be interested in learning more about how I can support [Company X’s] current and upcoming direct-hire staffing needs. I attached a copy of PRG&Me’s digital brochure for your review.

NOTE: It is almost ALWAYS advantageous to visit [Company X’s] website before contacting them to determine if they have posted jobs on their company’s Careers Page. If so, it may make sense to add a sentence which specifically highlights those open jobs and indicate you would welcome the opportunity to submit candidates for those roles.

To provide a bit more information about PRG&Me - unlike some other staffing firms, **we do not require exclusivity, or a retainer or upfront fee, and will recruit and submit candidates *free of charge*. Further, our service is *half the price of traditional staffing firms*.** For more information, please visit PRG&Me's website at www.PRGandMe.com.

Please let us know if you have any questions, and we look forward to working with you and [Company X]!

Sincerely,

Jane Doe

PRG&Me Associate

www.PRGandMe.com”

3) Find Your Own Selling Way!

- a. **Sales is Like Jazz** – it ebbs and flows and is different for each person/client/pitch. Sales is an iterative process that shifts and moves as the conversations/communications develop. So, feel free to use the above information/tactics/strategies, but also try different tactics and approaches and find *your own way* of selling!
- b. **Always Remember** – every company needs great people to grow and develop; PRG&Me Associates help companies find great people!