



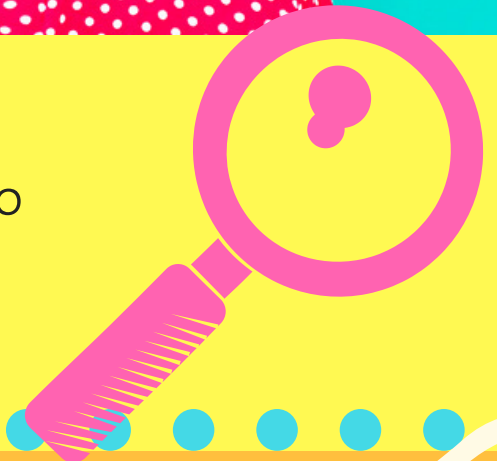
# MASTER THE

# APPROACH CALL

# TO PASSIVE CANDIDATES

## RESEARCH THE ROLE

Research the role carefully, speak to those who do the job already. If you don't know the role, you can't sell it effectively.



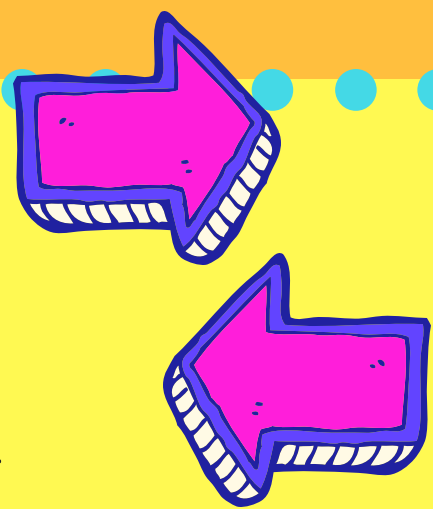
## VISUALISE THE CANDIDATE

Think like your ideal candidate. What would interest them? What are their motivations? Consider how your role fulfils their desires. What is the role's unique selling point?



## GOOD TIME TO TALK?

Always ask if it's convenient to talk. They need to feel comfortable to be able to listen to the details. If it's not, give them a choice of two different times to limit their options and not flummox them.



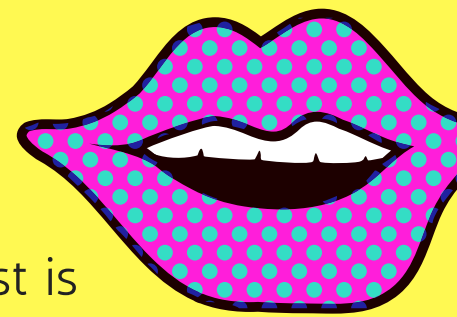
## DON'T DO THE HARD SELL

Don't over egg the role. Always be honest. If you have to oversell the role, they're not the right candidate. Move on.



## BE CONVERSATIONAL

Keep your tone conversational and friendly. Too many questions, when the candidate is unprepared, can be off-putting. Once their interest is established you can use further calls to get details.



## PRACTICE, PRACTICE, PRACTICE

It takes time to develop your own style and find what works for you. You can only do this if you practice. Remember there will always be candidates who are not interested, don't let it knock your confidence.



## REFERRALS

If a candidate is not interested, remember to ask them if they know anyone who would be. This is an excellent way to uncover hidden gems.

