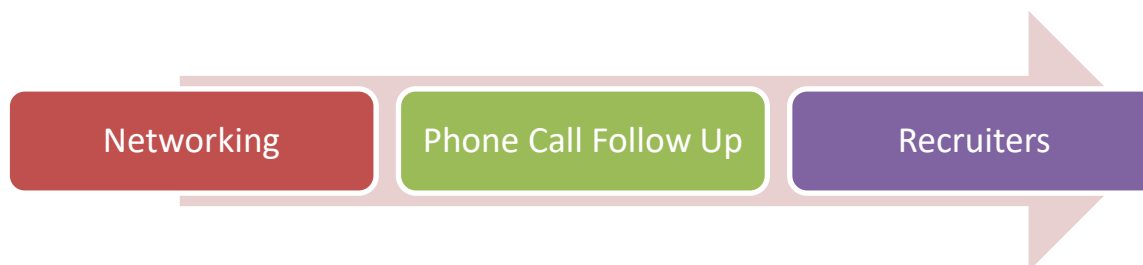




Hard Mail, Letter Templates, Email Templates & Phone Scripts for Various Needs During Your Executive Level Career Transition



These gems below were hard earned by me over the course of time as an executive recruiter and high-level job search coach supporting thousands of executives through their job searches including various conversations and circumstances.

The scripts below should be studied and used as your cheat sheet and guide throughout your job search, and should save you a lot of time and serve to avert and minimize potentially uncomfortable calls and conversations where you might not know what to say.

Here are a few tips as you are going through these phone scripts:

- Remember, everything sounds more “salesy” when it is written down.

- You can certainly tweak these to fit your own voice but if you veer too much outside the box you may find your methods not working. These messages have been fine tuned to a science!
- Please read my short book on phone networking if you want additional information on strategy and explanations.
- These phone scripts are meant to help you so you don't get stuck or stop your job search process simply because you do not know how to approach or what to say.
- These scripts work for all career levels with minimal modification.

Email: Inviting another group member to join your network on LinkedIn

Hi ____

We are both members of XYZ group and I would like to invite you to join my network.

Warmly,

Name
Phone / Email

Email: Inviting another LinkedIn member (that you do not know personally) to join your network on LinkedIn

Hi ____

I am actively expanding my (geographic or industry) network and I would like to invite you to join my LinkedIn network.

Warmly,

Name
Phone / Email

Reaching out to recruiters on LinkedIn

Hi ____

Thank you so much for accepting my LinkedIn invite. Confidentially, I am currently exploring new opportunities in the ____ or ____ industries. If you would like more details on my accomplishments, background to see if I might be a match for one of your client companies, please feel free to reach out to me.

Warmly,

Name

Phone / Email

Alternate

One of my clients recently wrote to share with me he secured a step-up role with a 80k raise and a \$200 signing/relo package. He shared with me that he used my strategy for expanding his LinkedIn network to also connect with recruiters (since he was staying in his industry of expertise). This new opportunity came through one of these new connections. Here is the email he sent each new recruiter on LinkedIn:

Each time I'm accepted by them I write a follow up note which is: **Thanks for the quick reply and addition to Linked In. Two years ago, shortly after xxxx acquired xxxx, I was promoted to a global role and have successfully implemented change management as a core competency. My next position will leverage this experience in a HR Leader position with a company serious about growth. Let's stay connected! Let me know if there are any opportunities, through networking or job postings, that you think would have value. Attached is my updated resume and BIO.**

Calling Recruiters

"I wanted to call and introduce myself since you perform searches in the ____ field. I am the _____ for a (\$16B global technology firm – EX.). I am setting things in motion to explore new career opportunities. To that end, I wanted to introduce myself to see if I might be a fit for one of your client companies."

Direct to Company (No posted job) email:
***Short and sweet and completely honest. You have 3 seconds to make your point.**

Subject: Appropriate person

I'm writing in hopes of finding the appropriate person to send my qualifications to for an executive level position.

I also wrote to person X, person Y, and person Z in that pursuit. If it makes sense to talk, let me know how your calendar looks. My resume is attached and below.*

Best,

Your name
Your number
Your email

*you can cut and paste your ascii text resume version here if you like. This is in case they do not open attachments from people they do not know.

Networking #1 – Confidential - Direct

“Since our global merger/relocation/reorganization – as the dust has settled, I realized I had a window of opportunity to explore potential new opportunities. I am speculatively considering _____ in _____ industry. Out of the companies I would consider an opportunity with - yours is most certainly one of them and so I wanted

to introduce the idea and see if that is something your company would consider discussing. Please know this is highly confidential and I don't want it getting back to my company or team and upsetting them simply because I am exploring alternatives."

Networking #2 – Letting your network know you are open to career opportunities without having to ask them if they are hiring or know of anyone who is

"My company has reorganized overseas/has just been acquired/is stagnant etc. and I now have a window of opportunity to explore potential new opportunities. I am speculatively considering _____ in the ___ industry. To that end I am putting together my resume and some testimonials from colleagues who can attest to my skillsets and was hoping you might consider writing me a very short endorsement – I am looking for short quotes really. Since we worked together in ___ capacity, I was hoping you might consider writing about my ___ skills.

Informational Interviews: Calling a known contact

I have stepped back and looked at my career for the past 6 months and I have determined a few industries I believe would be a good fit for me. They are _____, _____, and _____.

Do you know anyone in those industries I could talk with for a few minutes to get some mentoring as I continue to research these industries?

Informational Interviews: Calling someone you do not know

Hi _____, this is _____ (use your full name, title and company you are with, if you can).

I learned about you through (the article in the Business Journal, my friend Sara Smith who knows you through, your recent award through the ___ association...)

I am calling because I am confidentially researching two industries right now for a potential future career transition. I am not job searching actively – just doing a little foundational due diligence and I would love to garner your expertise/get a little mentoring as I explore.

You are clearly a subject matter expert/a well-known thought leader/a well admired industry expert etc... Would you be so kind as to consider allowing me to ask you a few industry-specific questions? Or - would you be open to setting a 10-minute meeting during which I could garner your expertise on the _____ industry?

Following up with a key decision maker: Getting past the gatekeeper

You: Hi! This is ___ from ___, may I speak with Mr. Smith please?"

The Gatekeeper: "May I tell him what it is regarding?"

You: "It's regarding a project I am working on."

The Gatekeeper: "What kind of project?"

You: "A networking project."

Gatekeeper #2 / Associations

The Gatekeeper: "Can I tell him what this call is regarding?"

You: "Certainly. It's regarding the Texas Chapter of the Associated General Contractors."

You can even add: "I understand he is President and I am contacting him regarding membership and my relocation to the Chicago Area."

The Gatekeeper: "Okay! Hold on one moment, please ..."

Gatekeeper #3 / Articles and Press Releases

The Gatekeeper: "Can I tell her what this is regarding?"

You: "Yes—it's regarding the new wind farm project in North Texas."

The Gatekeeper: "What about it?" (Only a small minority will push the envelope like this)

You: "I am working on a project and I would like to talk to her about it."

You see? And to add some rocket fuel to that, you would be wise to integrate something you saw or read into a compliment once you are talking to the contact:

You: “And by the way I was really impressed to read about your focus and dedication to research technologies.”

Your Contact: “Oh, well thank you!”

Voice Mail: Calling to get an informational interview

“Hi Mr. Smith, this is Shane Beck from Hill Country Investments. It’s Tuesday morning and I am calling because I am working on a project. I would really like to garner your expertise on. I will be in the office all day today. My number is 212-555-1212. Thanks and I really look forward to speaking with you.”

Second message

“Hi Mr. Smith, this is Shane Beck from Hill Country Investments. I reached out to you early last week but just wanted to leave another short message. It’s Monday morning and I will be in the office all day today. My number is 212-555-1212. Thanks and once again, I really look forward to speaking with you.”

Phone call to follow up with a key decision maker to whom you have sent your resume

Hi _____, this is _____ (use your full name, title and company you are with).

I specialize in _____. My name may sound familiar as I sent you some correspondence last week and I hope you have received it.

Setting a meeting with an association in your industry or chamber of commerce or local economic development office

Hi, I am _____ and I am evaluating several industries in the _____ area.

I wanted to see if it would be possible to set a short meeting with you to discuss industry trends and growth opportunities.

Alternate

If you have or had a frothy title, have been steeped in volunteer activities, or were/are very involved in the community, now is a good time to bring that up.

Hi, my name is _____ and I just moved here from _____.

In my last position as president of _____, I was very involved in our community and even awarded _____.

My family and I have now relocated here to raise our kids and I am gathering information in order to begin to identify community needs or opportunities.

I would love to set a brief meeting with you to get some mentoring on our local economy—would you be open to that?

How to overcome phone call objections

Objection #1: You Need to Talk with Human Resources

Key Contact: Oh, you need to talk with HR.

You: I respect what you are saying, but HR is usually not interested in talking about how I might save or make you money; rather, they are focused on how my hard and soft qualifications match your open positions. I would like to focus on how I might actually affect your bottom line. Would you be open to taking a meeting with me to explore that?

Objection #2: We are Not Hiring Right Now

Key Contact: We are not hiring right now.

You: I thank you for taking my call under those circumstances! Though you're not actively hiring for a ____, might you be interested in a short meeting to discuss how I might help to . . . (ex: generate revenue streams, save on operations, or how my expertise in new technologies helps to recapture multimillion-dollar operational expenditures?)

** Many job seekers, especially entry level job seekers do not believe they can quantify their achievements. However, I can tell you this is untrue. We all affect "the bottom line" to some degree. We probably haven't been focusing on that aspect of our contributions, though. In fact, the typical focus of any job seeker is their function . . . not what happens as a result of that function. I teach my clients how to create jaw-dropping accomplishments in my Job Search Success System. Just click on the link to learn more.*

Objection #3: We are Not Hiring Right Now—Alternate

Key Contact: We're not hiring right now!

You: I appreciate that—obviously I am not responding to a job ad—but the reason I wanted to speak to you personally is to let you know that there are 5 companies that are on the top of my list to work with, and yours is one of them because _(what you truly like about them here)___ and second is the fact that I believe I can make/save you money based on my background and track record doing the same for similar companies (if you can, use a short example here). Would it be possible to have a short meeting to see if there might be something here?

Or—turn the call into an informational/networking interview!

** Just remember you can't secretly canvas for a job under the guise of a networking meeting if you decide to go this route. Use your discernment. If you believe for whatever reason this contact at this company would be better as a mentor to you, then use this strategy!*

You: I appreciate that, and that you are taking my call under those circumstances. What I am really very interested in, if it's at all possible, is just meeting with you for 10 minutes to garner your expertise on the ____ industry. I am really more in the due diligence stage and the chance to get a little mentoring from an expert would truly be helpful. Would it be possible just to meet briefly so I can ask you a few questions and get some advice?

Key Contact: Let's talk about it now . . . I have a couple minutes.

You: I would love to, but I can't because I have another meeting in a couple of minutes. Would it be possible to meet in person next week at _____? Or may I call you on the phone on _____?

Objection #4: No Time to Talk with You

Key Contact: I am having a stressed out, terrible day and I really don't have time for this . . .

You: I totally understand and respect that. I hope you will consider keeping my information in case anything changes. I truly thank you for being so gracious and taking my call and for your time. *Hang up.*

** Yes, I recommend that you bow out gracefully. Unless you are a professional comedian or a psychologist you probably aren't going to be able to turn around their sour mood. By nicely taking control and ending the call, this **preserves your self-worth and confidence** and gives your contact the "relief" he or she is seeking. However, do mention them keeping your information . . . even send them a thank you card or follow up email. Just a short thank you will do. If you are gracious it gives them a chance to come around. Surprisingly, they often do.*

So many times we just catch people having a bad day (haven't we all had a couple of those?!). I have seen it personally happen more than once that the grouchy decision maker came around, called the job seeker back, and asked them in for a meeting. Why? Because the job seeker was gracious and professional. Yes, there will be cases when the key decision maker will actually have "grouch" as one of their primary personality traits and yes, you probably will not want to work for that type of person. But during an initial phone call—it's too soon to judge. So make sure you leave the door open in case they decide to as well.

Executive Thank-You Letter Template

*****Below please find a general template that works very well for post interview follow-up correspondence. The figures below are intended to help guide you to make similar statements that are true for you.*****

Expected Mailing Date

<<FullName>>

<<Title>>

<<BusName>>

<<Street>>

<<CSZ>>

Dear _____

I enjoyed our discussion on ____ (date). Thank you for meeting with me.

Here is a brief summary I came up with after our initial discussion:

- You need a proven manager who can reorganize your ____ and increase revenue substantially over last year's numbers.
- There are product development issues that need correcting immediately to keep your new clients satisfied.
- You need to focus on cost control measures for your new division.

As we discussed, I recently reorganized XYZ company's sales team, driving revenue by \$8.5 million in 24 months. As a past product development director, I have a long history of solving product development issues and the cost control measures I put in place during my last position saved the company over \$700,000 annually.

We seem to share common ground in product vision and company philosophy. I am excited about this opportunity to help you solve all the challenges we discussed. What is our next step?

Sincerely,

Your name

P.S. You also stated that you wanted someone with an MBA—which I received in 2005 from the University of Texas.

Alternative P.S.:

P.S. I have attached/enclosed a few business associate endorsements for your consideration.