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About This Document

owner	HR
access & use	All Staff
what it is	A guide that gives everyone the tools they need to capture prospective employee information so we can record and access their information and contact them for future openings.
who uses it	All Staff

A Short Story

You've just had a bad experience at a retailer and you are **not** happy. You phone the customer service line and speak with a top-notch customer service representative who provided impressive service and



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SMALL BUSINESS**

**FOR
HR CONSULTANTS**

Prospecting Future Employees as a Sales Function

We believe that sourcing prospective employees is akin to sales – prospects should be considered potential customers, and we should approach the sourcing process in a similar way.

We all know someone who would be a perfect fit for the Company but they're happily ensconced elsewhere. Or we happen to meet someone in our daily lives whose knowledge, skills and abilities impress us.

STEPS WHEN MEETING A PROSPECTIVE EMPLOYEE

If you know, know of, or meet a talented individual who impresses you with their skills or aptitude:

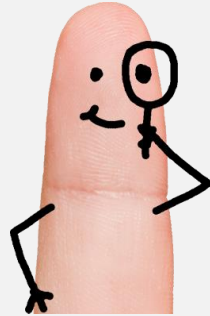
1. Make a connection with them.
2. Tell them a little about the Company.
3. Let them know we're always on the lookout for talented people.
4. Tell them what they've done to impress you or why you think they'd be a great fit.
5. Tell them you'd like to enter them in the Company's "top prospects" database for when a suitable open position becomes available, and ask if they'd mind providing you with one or all of the following:
 - Their contact information, particularly their email address.
 - Their business card
 - Their LinkedIn profile link
6. If they agree to provide you with the information, proceed with one of the following, as appropriate:
 - Connect with them on LinkedIn.
 - Follow up with them. Contact them as soon as appropriate using your business email to confirm your meeting, and advise of potential next steps. **Always copy HR in your communications** so that the purpose of obtaining their contact information is confirmed as a legitimate business connection.

Following is a script you can use or modify:

PROSPECT FOLLOW UP

It was a sincere pleasure to meet you today. Thank you for taking the time to speak with me and for allowing us to keep your contact information for any future openings we may have.

<INSERT ONE OF THE FOLLOWING OR MODIFY AS REQUIRED>



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- ◆ **Appreciated:**
 - Current employer and title
 - Phone number
 - LinkedIn Profile
 - Resume

Rewards

CUSTOMIZER: Insert information about Referral Bonus Program is applicable. Usually, this is a topic outlined in the employee handbook. Link to employee handbook if appropriate

Final Word is Caution

Non-Competition and Non-Solicitation

You are responsible for gauging your individual actions and adhering to any and all contractual obligations you may have with another legal entity, such as a previous employer, that would prevent you from approaching an individual. Specifically, you must respect any contractual clauses that address non-solicitation of your previous employers' staff or other individuals such as their customers or vendors.

CUSTOMIZER: Insert any further restrictions you may have, such as listing specific companies whose employees may not be approached.

Business Associate or Personal Connection?

There's a fine line between coming across as a business associate whose intention is to provide the prospect with a future job opportunity and coming across as someone who is harassing or looking for a personal connection. Keep it professional at all times.

If you are representing the Company, at no time should you engage on a personal level with the individual. The conversation is always strictly about business, job opportunities, and general safe topics.

When contacting the individual, do so by email and always copy HR or another senior Company individual to reinforce the intent of the business-related communication.