JOB AID 2

Call Strategy

Strategy is important because of our unique marketplace - almost all nurses are fully employed.

Of the potential candidates you will call:
- **50%** are happy in their current job and not interested in changing.
  - *Great agents convert 5% of those responses into a continuation of the conversation*
- **30%** are happy in their current role but have been thinking about changing jobs or feel it's time to start looking.
- **15%** know they should be looking for another job.
- **5%** are looking for a job.

Another way to look at it is to think about placing the candidates them into four categories based on their potential responses:

- ➢ I am interested and ready to apply
- ➢ I am interested and I have lots of questions.
- ➢ I appreciate the call, I am not interested right away, please keep me in the loop for future calls
- ➢ I have no interest in any of the information.

Utilize the following flow chart as a guide in your conversations.

Possible candidate responses and agent rebuttals:

↓	↓	↓
		Agent potential responses: I anticipated that! Most of the nurses I speak with are working. Doesn't it make sense to know about great opportunities near you in case something changes in the future? Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.
		If the candidate says yes, they would like to hear more about the position, then proceed to the URL for the call guide.
Proceed with PURL (This is the section of the Spitfire database where you enter personal information about the candidate's job search and credentials. More details will be provided in the next section)	↓	

Share Client Job Details from the Call Guides This is your opportunity to shift them from not interested into listening to your information. Share the details from the Healthcare Center Call guide **Ask:** Does this sound more interesting? Are there any questions you might have?	If the candidate says no, again.
Allow for Q&A Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.	**Agent:** I understand. Thank you for your time.
Closing the Call Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.	
**Ask for referrals – do you know of any relatives or friends who might be interested? **	