

Lead Generation Talking Points

Step in Model	Objective	Key Talking Points
Introduction	<ul style="list-style-type: none"> • <i>Friendly, fellow HR Exec.</i> • <i>Member of professional association (not agency)</i> 	<ul style="list-style-type: none"> • State your name and last title or current role • Calling as a member of an HR Professional Assoc.- HRExecNet
Selling HRExecNet	<ul style="list-style-type: none"> • <i>Demonstrate that HRExecNet is a significant organization</i> <ul style="list-style-type: none"> ○ <i>Worth cooperating</i> ○ <i>Many members</i> ○ <i>Significant job listings</i> 	<ul style="list-style-type: none"> • (Option – ask if familiar with HRExecNet) • A 12 year old organization that is the largest Bay Area Association of HR Executives • The organization has hundreds of members in 3 chapters. • We maintain listings of hundreds of HR opportunities for our membership.
Our Request	<ul style="list-style-type: none"> • <i>Show how simple it is</i> <ul style="list-style-type: none"> ○ <i>Simple, no-hassle contact</i> ○ <i>Minimal work for company</i> 	<ul style="list-style-type: none"> • A brief periodic contact with you or a staff person. <ul style="list-style-type: none"> ○ To determine whether you have or anticipate senior level HR opportunities ○ Whether you are familiar with other opportunities in your industry.
Benefits for participating	<ul style="list-style-type: none"> • <i>What's in it for them</i> <ul style="list-style-type: none"> ○ <i>Helping other HR Execs</i> ○ <i>No fee source of talent</i> ○ <i>Easy, avoids many phone calls</i> 	<ul style="list-style-type: none"> • A no fee source and direct access to hundreds of talented HR executives • Convenience of a single contact for your company • You will be helping fellow HR execs • You can refer people you know who might want networking assistance. • Information source on key HR issues when needed (Portfolio person can send email to membership)
Trial Closure	<ul style="list-style-type: none"> • <i>See where you are with the person (deal with possible objections)</i> 	<ul style="list-style-type: none"> • Could we count on your cooperation? • Is anything that I can help clarify?
Close	<ul style="list-style-type: none"> • <i>Agree on how the contacts will work (when contact, who, etc.)</i> 	<ul style="list-style-type: none"> • Ok, every __weeks I will call __ and check in to...
Summary	<ul style="list-style-type: none"> • <i>Thank the person and let them know who will be the regular contact</i> 	<ul style="list-style-type: none"> • Thank you for participating in this program • _____ will be your ongoing contact and will contact you in _____ days/weeks.