

Hi _____, this is _____ the Hiring Coordinator with Family Heritage (pause) giving you a call about the outside sales position you applied for in _____. How's your day going?

Well I won't keep you too long-I have your resume in front of me and I wanted to ask you a few questions and see if it would make sense for us to schedule a more in-depth interview. How does that sound?

1. So, first off, tell me a little bit about what has you looking for a new career?
2. What are the top 3 most important things you're looking for in your career?
3. What intrigued you in our ad specifically? Or where you just putting feelers out there?

If you like them:

Awesome, _____, based off of your resume and the information you've shared with me so far, it seems like you have a lot of the qualities we look for in a candidate and I think you could potentially be a good fit, so I'd like to move you to the next step in our interview process. For us, what that looks like, is a Career Overview video, which will give you more details about the history of our company, the position, and the growth opportunities you'd have with us. You'll probably know pretty quickly if it seems like a good fit and if not, that's totally ok.

So, what I'll do is send you an email with two links in it. The first will take you to the Career Overview video. This is a series of 7 videos that lead right into each other, so it is important to watch all of them. It's about 45 mins total, so make sure to set aside enough time. The second is the application for an interview. After watching the video, if you feel like it's a good fit and you see yourself doing well, fill out the application, submit it online, and that will go straight to our hiring director, Laura. If she likes what she sees in there, as much as I've enjoyed talking with you :), she'll give you a call back to schedule a more in-depth phone interview.

A couple things before I let you go: I just sent that email. Could you verify that you received it? Also, do you think you'd be able to watch that video this afternoon or would that have to wait until later on tonight? Great! We just ask that you watch the video within 24 hours.

Well _____. It was great talking with you and we DO look forward to your application. Have a great day!

If you don't like them:

Great, well _____, I'm going to finish up my notes and at this point I'm sending your resume up to my supervisor for review. If you're selected for a second interview, you'll receive an email from us within 1-2 business days. Have a great day!

IF in there Top 3 they mention STABILITY, GROWTH, TEAM WORK, GREAT LEADERSHIP---

I know STABILITY is really important to most people right now, especially with the way 2020 has gone, and here at Transparent we are excited to let people know that we have had DOUBLE digit growth for over a decade straight. In 2019 we were the #1 organization in all of Family Heritage, and this year we are up 52% over last year! So we are not going anywhere :)

OR

I think the best example I can give of _____ is the fact that we've had...DOUBLE digit growth for over a decade straight. In 2019 we were the #1 organization in all of Family Heritage, and this year we are up 52% over last year! AND i don't think that would be possible if we did have _____ (great team work, great leadership etc)

OR

I think the best example I can give of _____ is the fact that we've had...DOUBLE digit growth for over a decade straight. In 2019 we were the #1 organization in all of Family Heritage, and this year we are up 52% over last year! With that being said, we have experienced a lot of growth and with that growth we have been expanding and have gaps to fill as far as leadership goes. We've had people who have come in, started as Sales Representatives and worked their way up to a Field Director/Market Director in a year to two years based solely on skill and effort.

****IF THEY ARE NOT GIVING YOU A WHOLE LOT TO GO OFF OF OR YOU'RE IFY ON THEM:**

_____, let me do this, let me give you a little bit more information about Family Heritage. I wont go too in depth because our next step in the process is actually a Career Overview Video that will cover this more in detail...but in a nutshell...

Family Heritage specializes in a very niche market within the insurance industry. The easiest way for me to explain this _____ is, when one of our clients goes through something, pretty catastrophic, like a bad accident, say they break their leg, instead of paying the doctors and hospitals, we get to step in and pay the family, so they don't have to stress out about the finances while they're going through that.

We work with businesses to protect their employees and provide out of the box benefits.

It is an outside sales position, so we are looking for people who are hungry and drive, but because of the product, there's got to be an underlying sense of compassion, because thats really why we are here...is to help people.

_____, what gives you confidence that you'd do well at something like that?