

Case Overview

Congratulations on making it to Week #2 of The Associate! Your next scenario is as follows:

You are a recently hired Technical Recruiter for [TEKsystems](#). As a provider of IT staffing, IT talent management, and IT services, one of your roles as a recruiter is to find people who would like to be placed in a technology-facing position with one of your clients.

The product of your case will be recording a cold call to Mr. Frances Smith. Your ultimate goal is to set up another phone call for a more detailed discussion.

Step 1: Sourcing Plan

At TEKsystems, an Account Manager directs two assigned recruiters to search for candidates for an open requirement, or “req”. Using your team, put together a plan of how you are going to reach out to the right candidates to find relevant talent for your req. Consider things such as:

- Medium of communication (email, phone, InMail, job posting)
- Search keywords & filters
- Plan for 1st touch, 2nd touch, 3rd touch, etc.
- Organization of potential candidates after responding/who have not responded

Step 2: Preparation

In order to prepare for this call, you must consult a more senior TEKsystems Technical recruiter on how to approach a cold call in order to learn more about a consultant’s wants & desires, versus their frustrations.

Team 1 will be working with Kelli Coughlan – kcoughla@teksystems.com (410-981-7583)

Team 2 will be working with Michelle Schienle – mschienl@teksystems.com (410-981-7571)

Set a time for your team, or representative members of your team to meet with your recruiter in the Baltimore office this week, and come prepared with a list of questions to help you prepare for your cold call.

The Baltimore office is at: [999 Corporate Blvd #200, Linthicum Heights, MD 21090](#)

Step 3: Cold Call

You have identified Mr. Frances Smith, an application developer who is currently working at AT&T. You will call him to find out more information about his skills, goals, and interests. Be prepared; he may answer and seem frustrated that a recruiter called him out of the blue. It is likely that he does not understand what TEKsystems does, and may have never used a recruiter in the past.

You as a recruiter will have to successfully explain to this technical professional what TEKsystems does, identify his initial frustrations, and sell him on the services of TEKsystems. You need to be aware of his time and seek to set up an additional phone conversation at a more convenient time.

You will start off the call with a brief elevator speech that introduces the prospect to TEKsystems. You will likely receive initial objections on why you are calling. You have to overcome these objections and let the prospect know the purpose of the call. If successfully completed, the prospect will understand, and will want to set up another call.