Recruiting Insight

Case Study

Inspired by Recruiting Insight Coaching…

How to Spark Meaningful Conversations with Your Warm Recruiting Leads

As a real estate broker, owner manager or recruiter, attracting experienced agents is crucial for growth. But how do you move beyond generic pitches and truly connect with your warm list of prospects? John Coyne, owner of RE/MAX Platinum, recently shared a brilliant tactic inspired by the strategies we teach at Recruiting Insight. It's all about providing value upfront and personalizing the conversation.

John, like many of us, had a list of 30 warm prospects but was struggling to re-engage them in a meaningful way. He knew that a generic "come work for me" approach wouldn't cut it. He needed something that would pique their interest and open the door to deeper conversations.

The Tactic: A Personalized Agent Performance Self-Assessment

Drawing inspiration from how our recruiting coaches help clients identify areas for improvement, John developed a custom Google Survey based on CoRecruit's "How Big is the Gap" agent performance checklist. He transformed this checklist into a quick and easy self-assessment for agents. Think of it as a mini-coaching session they could complete at their own pace.

This wasn't just a random set of questions. It was strategically designed to help agents pinpoint potential gaps in their business. By focusing on key performance indicators, John positioned himself as a resource, not just a recruiter.

The Outreach: Value-Driven Email Introduction

John introduced the survey via email, not with a sales pitch, but with an invitation to self-discovery. His email explained the purpose of the assessment and how it could benefit the agent. He emphasized the value proposition: "Identify areas for improvement and let's discuss how we can help you achieve your goals."

The Results: Meaningful Conversations and Engagements

The results speak for themselves. Out of 30 prospects, 15 took the assessment and expressed interest in discussing their results with John. This is a remarkable conversion rate!

Now, John had something truly valuable: personalized insights into each prospect's challenges. Armed with this information, he could initiate highly targeted conversations, addressing their specific needs and pain points. He could weave in his Unique Value Proposition (problem, solution, social proof) naturally, demonstrating how his brokerage could help them overcome those challenges. This led to more productive discussions and ultimately, more appointments.

The Follow-Up: A Strategic Drip Campaign

For those prospects who didn't initially engage or commit to an appointment, John is considering implementing a 16-week drip campaign that was created and designed by the team at Recruiting Insight.

Each email in the campaign focuses on a specific component of the "Agent Performance Checklist," providing valuable content, resources, and tips related to that area. This consistent, value-driven approach keeps John top-of-mind and reinforces his commitment to helping agents succeed.

Key Takeaways and Actionable Steps:

- **Think like a coach:** Focus on helping agents identify their needs and offering solutions. You are their coach!
- **Personalize your outreach:** Generic pitches fall flat. Tailor your message to each prospect's specific situation.
- **Provide value upfront:** Offer something of value, like a self-assessment or helpful resources, before asking for anything in return.
- **Strategic follow-up is essential:** Don't give up after the first attempt. A well-crafted drip campaign can nurture leads over time.
- **Leverage existing resources:** Don't reinvent the wheel. Use tools and checklists from CoRecruit's Resource Library to save time and effort.

John's success story is a testament to the power of value-driven recruiting. By taking inspiration from his coaching strategies with us and focusing on the needs of his prospects, he's built a much stronger foundation for meaningful conversations and long-term relationships.

This approach can be replicated in any market, and the principles apply to any recruiting scenario. So, take a page from John's playbook and start building stronger connections with your warm list today!

Need help with the strategy and tactics of your recruiting and talent attraction? Book a call with us NOW to discuss and discover what's possible by working with one of our coaches.

Campaign Resources / Downloads:

CoRecruit's "How Big is the Gap" Agent Performance Checklist
16-Week Follow-up Drip Campaign

More Information:

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