

RECRUITMENT CALLING SCRIPT

Template — swap in campaign name, offer, role, and survey questions per launch.

Before You Dial

Check:

- Their name
- Their survey answers — the one thing you'll mirror back
- Which motivation/category is most relevant to them (from survey)

"I am calling to help this person take one step forward. That's all."

Opener

"Hey, is this [Name]?"

Wait.

"Hi [Name]! My name is [Your Name] — I'm one of the recruiters/partners working with Moneykakis on the [Campaign Name]. I'm reaching out because you recently signed up for [Offer/Opportunity]. Does that ring a bell?"

— Pause. Wait. Say nothing. —

If yes → Go to The Bridge

If unsure:

"No worries — it was probably a quick click on Facebook or Instagram. There was a post about [Offer/Opportunity] and you filled in a short form. Ring a bell now?"

If still no:

"That's fine — the reason I'm calling is your name came through our system for [Campaign Name], and you're actually eligible to hear more. Can I take 60 seconds to explain?"

Branch — They seem annoyed or suspicious

"I completely understand — I know unexpected calls can be a bit of a surprise. The reason I'm calling is actually a good one. You signed up for [Offer/Opportunity] and I'm the person who follows up with candidates. Can I just take 60 seconds to explain what this is?"

If yes → Go to The Bridge. If no → "No worries at all — have a great day!" → End call. Mark as closed.

The Bridge

"So just a quick bit of background — [Campaign Name] is [one-line description of the opportunity: role, program, or business model]."

"[Value point 1 — e.g. income potential / flexibility / training provided]"

"[Value point 2 — e.g. no experience needed / support system / growth path]"

"My job is just to walk you through what it involves and see if it's a fit for you. And that's exactly what the call/session today covers."

— Pause briefly. Watch for their reaction. —

The Survey Prime

"When you signed up, you actually answered a couple of quick questions — do you remember that?"

Wait for yes or vague confirmation.

"I can see from your answers that [mirror their survey answer — e.g. their stated motivation, current situation, or availability]. Quick question — [Survey Follow-Up Question, e.g. 'what made you interested in this in the first place?']"

— Wait. Their answer tells you how to run the rest of the call. —

Branch — [Survey Answer Category 1, e.g. "wants extra income"]

"That's exactly what [Campaign Name] is built for. When we talk further, I'll show you exactly how that works and what it could look like for you."

→ Go to The Ask

Branch — [Survey Answer Category 2, e.g. "wants a career change"]

"Perfect — that's honestly one of the most common reasons people come to us. [Campaign Name] gives you a structured path to make that shift, with support along the way."

→ Go to The Ask

Branch — [Survey Answer Category 3, e.g. "just exploring / curious"]

"Totally fair — most people start out just wanting to know more before deciding anything. This call is exactly for that — no commitment, just information."

→ Go to The Ask

The Ask

"So with that said — I'd love to set up a quick interview to walk you through exactly what [Campaign Name] involves, answer your questions, and see if it's a fit both ways."

Pause one beat.

"There's no cost or obligation to this — it's just a proper conversation so you can make an informed decision."

→ Go to The Close

The Close

"I have two slots open —"

[Option A] — [Day, Time]

[Option B] — [Day, Time]

"Which of those works better for you?"

— Stop. Wait. Do not add anything. Let them answer. —

When they pick a time:

"Perfect. And is [in-person or zoom] easier for you?"

— Confirm the format and location. Lock in the details. —

"Great — so I'll see/call you [Day] at [Time] via [Format]. I'll send you a WhatsApp confirmation right after this call so you have all the details. Looking forward to it!"

Objection Handles

Objection 1: "Is this some kind of insurance / pyramid scheme?"

"Fair question, glad you asked. [Campaign Name] is [one honest line distinguishing the model] On the call I'll walk you through exactly how it works so you can judge for yourself. Does [Option A] or [Option B] work?"

Objection 2: "I already have a job / I'm not looking right now"

"Totally understand — a lot of people we talk to are in the same boat, and this is actually built to work around that, not replace it outright. Worth a quick look to see if it makes sense as an add-on? Does [Option A] or [Option B] work?"

Objection 3: "What's the pay / commission?"

"Good question — it really depends on [factor, e.g. hours put in / experience / package chosen], so rather than throw a number at you that might not be accurate, I'd rather walk you through the actual structure on the call so you get the real picture. Does [Option A] or [Option B] work?"

Objection 4: "Do I need experience?"

"Not necessarily — [describe onboarding/training briefly]. That's exactly what we'll cover on the call, so you know what's expected before you decide anything. Does [Option A] or [Option B] work?"

Objection 5: "Can you just send me the info instead?"

"Of course — I'll send you something on WhatsApp right after this call with an overview. But honestly, it makes a lot more sense once I can answer your specific questions live, and it's a much faster way to decide if it's worth pursuing. Let's lock in a time — if you need to move it after, no problem. Which works — [Option A] or [Option B]?"

Objection 6: "I need to think about it / talk to my spouse"

"Of course — no pressure at all. Honestly, the call itself is a good way to get the full picture first, so that conversation with them is based on facts rather than guesses. Would it help to have them join the call too?"

Objection 7: "I'm busy / no time"

"Totally get it — that's why I'm offering two specific slots instead of open-ended. It's [X] minutes, and you walk away with a clear answer either way. Which is less busy — [Option A] or [Option B]?"

Objection 8: "Is there a cost to join / sign up?"

"[Give the honest, direct answer — e.g. 'No cost to this conversation' / 'There's a one-time X, which I'll explain fully on the call']. I'll walk you through everything so there's no surprise. Which works — [Option A] or [Option B]?"

Objection 9: "How did you get my number?"

"You provided it when you filled in the form for [Campaign Name] — it came through our official system. I'm just following up on what you signed up for. Would you like me to explain what this actually involves?"

Objection 10: "Call me back another time"

"Of course — when's a better time for you? I want to catch you when it's actually convenient."

Whatever they say:

"Perfect — I'll call you [day/time] then. I'll also send you a quick WhatsApp now so you have my number. Speak soon!"

Note the exact time in your CRM. Call at that exact time. This is now your highest priority lead.

The Rule That Applies to Every Objection

Every single objection answer ends with the time slot ask.

"Does [Option A] or [Option B] work?"

Every time. Without exception.

The Fast-Track Script

Use when: lead remembers immediately, sounds interested, is clearly engaged. Skip the full bridge.

"Oh great — so you remember. Perfect. I'm calling to walk you through [Campaign Name] properly and see if it's a fit. I have [Option A] or [Option B] this week — which works better?"

Then straight to The Close.

What you never skip even on the fast-track:

- The survey mirror — always say something personal
- The explicit ask for a call/meeting
- Two time options in the close

Call Endings

When slot is booked:

"Perfect — so I'll see/call you [Day] at [Time] via [Format]. I'm sending you a WhatsApp confirmation right now so you have my number and all the details. Looking forward to it!"

Send WhatsApp immediately after hanging up.

When they're not ready but not a no:

"No problem at all — I'll follow up with you on WhatsApp and we can find a time that works better. Have a great rest of your day!"

Add to nurture sequence. Send Day 1 WhatsApp.

When it's a clear no:

"Completely understand — thanks for letting me know. If anything changes, you've got my number. Take care!"

Close the lead. Don't re-engage until Day 90.

Placeholders to Fill Per Campaign

Placeholder	What goes here
[Campaign Name]	Name of the recruitment campaign/program
[Offer/Opportunity]	What they signed up for (role, ad headline- for example, investment career, career assessment)
[Value point 1 / 2]	Core selling points of the role/opportunity
[Survey Follow-Up Question]	Pulled directly from your intake/survey form
[Survey Answer Category 1/2/3]	The main buckets your survey answers fall into
[Option A / Option B]	Two specific call/meeting time slots
[Format]	/ zoom / in-person

Fill the survey branches based on your actual intake form questions once the campaign is live.