**Candidate Communications: Leaving a Voicemail**

When you originally reach out to a candidate, there is a good chance they will not pick up your first call (many people are hesitant to answer from a random number). We always recommend leaving a voicemail as well as a follow-up email or LinkedIn request or even a quick text. The more lines you put out there, the higher likelihood that person will get back to you in a timely fashion.

What you say in that voicemail needs to be authentic and give the candidate a viable reason to call you back to connect. This can go 2 ways:

1. **Urgency** – We have an immediate opening and lets connect now
2. **Building your network** (specializing that skillset)– your skillset is highly desired, lets network and connect for the future

**Urgency:**

“Hi \_\_\_\_\_\_,

This is \_\_\_\_\_\_ giving you a call from Optomi, I am a Technical Recruiter who focuses within the Infrastructure space. I saw your updated resume on Dice and I think your extensive experience within Datacenter buildouts that you did with XYZ Company could be a great fit for a current opening with our local client. Our client is starting to interview candidates soon and I would love the opportunity to represent you if the opportunity is a match. Please call me back or respond to my email to schedule some time. Again it’s \_\_\_\_\_\_ with Optomi, look forward to taking soon.”

\*\*The key to this approach is urgency, but still highlighting their skills and letting them know you did you research on their background before reaching out.

**Building your network:**

“Hi \_\_\_\_\_\_,

 This is \_\_\_\_\_\_ giving you a call from Optomi, I am a Technical Recruiter who specializes within the Infrastructure space, specifically within virtualization. I came across your updated resume on Dice and was very impressed within your extensive experience within RedHat virtualization you have done in your last 2 roles at XYZ & XYZ. I would love to become a resource for your career moving forward, we are seeing an uptick of clients looking for the experience you have both regionally and nationally. Give me a call back or respond to me email when you can and we can schedule some time to connect. Again it’s \_\_\_\_\_\_ with Optomi, look forward to taking soon.”

\*\*The Key to this approach is becoming a “career coach” and letting that candidate know you want to build a long-term professional relationship. This will work better with more passive candidates who are not trying to be bombarded with Recruiters who have no idea what could be a relevant job for them.