Sample Business Development Follow-up Rotation Schedule

****After 1st call always send a hand-written thank you letter****

Business Development - For Individuals who:

	Just made an introduction	**Made an intro; got info**	**Who have 25+ open positions (No VMS)**	**Who have 100+ open positions – (No VMS)**
Send a hand-written thank you letter		Immediately after you hang up the phone	Immediately after you hang up the phone	Immediately after you hang up the phone
Send a follow-up email	After the phone call			
Send an follow-up email w/ an article	2 Weeks after we speak	2 Weeks after we speak	2 Weeks after we speak	2 Weeks after we speak
Send an email asking an expert level question	6 Weeks	4 Weeks	3 Weeks	2 Weeks
Share or congratulate on a success	4 Weeks	2Weeks	3 Weeks	2 Weeks
Phone call asking for coffee meeting	4 Weeks	4 Weeks	3 Weeks	2 Weeks
Follow-up email	4 Weeks	2 Weeks	3 Weeks	2 Weeks
Ask out to a conference	4 Weeks	4 Weeks	3 Weeks	2 Weeks
Ask to be a guest blogger on your	4 Weeks	2 Weeks	3 Weeks	2 Weeks

website				
Ask out to dinner	4 Weeks	4 Weeks	3 Weeks	2 Weeks
Skill Market a Candidate at least once every quarter to create your job order.	Skill Market Call/MPC (Market a dynamic candidate that may fit an open position that they have listed on their website or that may fit the profile of the type of talent that they commonly hire within their company)	Skill Market Call/MPC (Market a dynamic candidate that may fit an open position that they have listed on their website or that may fit the profile of the type of talent that they commonly hire	Skill Market Call/MPC (Market a dynamic candidate that may fit an open position that they have listed on their website or that may fit the profile of the type of talent that they commonly hire	Skill Market Call/MPC (Market a dynamic candidate that may fit an open position that they have listed on their website or that may fit the profile of the type of talent that they commonly hire
Make an Industry introduction/connection				

The VMS/MSP Questions & Rotation Schedule:

1. When is open enrollment available again? When can you bid on becoming a Vendor?
2. What is the process for becoming a vendor within your company?
3. Will I have access to the hiring managers? Am I allowed to reach out to the hiring managers directly?
4. How many vendors are on the list?
5. How many candidates am I allowed to submit on a specific position?
6. Is there a standard resume format that I must adhere to?

7. Which divisions use the VMS system?
8. Am I restricted to only doing business through the VMS?
9. What is the standard rate while using the VMS?

	Who have a VMS
Send a follow-up email	Depends on how the conversation goes
Send an follow-up email w/ an article	3 weeks away
Send an email asking an expert level question	4 weeks away
Share or congratulate on a success	8 weeks away
Phone call asking for coffee meeting	8 weeks away
Follow-up email	8 weeks away
Ask out to a conference	8 weeks away
Ask to be a guest blogger on your website	8 weeks away
Ask out to dinner	8 weeks away
Make an Industry introduction/connection	

Don't have any job openings right now	**Never call me again**	**We don't use staffing services**	**I'm happy with my current agency**
a hand-written thank you card w/ business card stating, "John, Thank you for taking the time to	**a hand-written thank you card w/ business card stating,** "John, Thank you for taking the time to	**a hand-written thank you card w/business card** "John, Thank you for taking the time	**a hand-written thank you card w/ business card** "John, Thank you for taking the time

speak with me. I know you don't have a need for me right now, and I understand you don't have any job openings right now. Here's my card. If I can ever be of assistance to you for personal or business, I'd love to help you. Please keep me as a resource.	speak with me. I know you don't have a need for me right now, and I understand you don't have time to meet with me. Here's my card. If I can ever be of assistance to you for personal or business, I'd love to help you. Please keep me as a resource.	to speak with me. I know you don't have a need for me right now, and I understand you don't use staffing agencies. Here's my card. If I can ever be of assistance to you for personal or business, I'd love to help you. Please keep me as a resource.	to speak with me. I know you don't have a need for me right now, and I understand you're happy with your current staffing agency. Here's my card. If I can ever be of assistance to you for personal or business, I'd love to help you. Please keep me as a resource.
2 months away – phone call/VM – Hey John! We spoke 2 months ago and, you didn't have anything for me at the time, so, I'm reaching out now because I've got some really great candidates in this space, and was wondering…do you have any peers that may be hiring for this?	12 months – Phone Call – Hey John! Just thinking about you. I hope all is well with you, and business is booming. Please keep me in mind if I can ever help you."	6 months away – Phone Call – Hey John! Just thinking about you. I hope all is well with you, and business is booming. Please keep me in mind if I can ever help you."	3 months away - Phone Call/VM- "Hey John, I know you're happy with the agencies you're using. Just checking to see if somebody pissed you off (laugh), I'm still here (lol)."
2 Months away – Skill Market Call/MPC (Market a dynamic candidate that may fit an open position that they have listed on their website or that may fit the profile of the type of talent that they commonly hire within their company)	12 Months away – Skill Market Call/MPC (Market a dynamic candidate that may fit an open position that they have listed on their website or that may fit the profile of the type of talent that they commonly hire within their company)	6 Months away – Skill Market Call/MPC (Market a dynamic candidate that may fit an open position that they have listed on their website or that may fit the profile of the type of talent that they commonly hire within their company)	3 Months away – Skill Market Call/MPC (Market a dynamic candidate that may fit an open position that they have listed on their website or that may fit the profile of the type of talent that they commonly hire within their company)