

Passive Candidate Outreach Checklist

Reaching candidates who are not on the boards.

SECTION 01

Before You Reach Out

Passive candidates evaluate the sender before they read the message. The profile, the brand, and the research behind the outreach determine whether the conversation starts.

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☒ Identify 3-5 employees, testimonials, or proof points to have ready.

Research the candidate before contact

☒ Check the candidate's profile for recent activity, career movement, and publication.

☒ Look for mutual

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SECTION 02

The Outreach Sequence

Passive candidates are not looking. Every touchpoint must give them a reason to look - not at the job, but at the conversation.

First contact - personalized, specific



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Follow-up sequence (if no response)



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☒ Change the channel for the second contact (email vs. LinkedIn).

☒ The third touchpoint closes the sequence: acknowledge they may not be looking, and leave the door

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Building the relationship



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The numbers behind the method.

60%+

Fortune 500 companies trust us with executive selection

85%

First-year retention on placed executives

1999

The year Steve Lowisz founded Qualigence
