

Objection handling for Recruiters.

With all these objections don't forget to finish off with the alternative close....

"I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?"

"You need to contact head office"

OK that's no problem, who am I best talking to at head office, is it OK to mention that we have been speaking today?

Before I speak to your head office I would like to have an idea of how you recruit, how do you currently go about recruiting?

What sort of results do you get from that method of recruiting?

I would be very keen to learn more about your business and see if we can add value to your business, after I have spoken to head office I will give you a call to let you know how I got on.

"You are the 5th agency to call me today"

I appreciate that you must get frustrated by so many agencies calling you and to be honest with you if I were in your position I would feel exactly the same. Unfortunately it's symptomatic of our industry and what you will find is that there are lots of agencies who are driven by high activity levels to try and achieve results.

At (my company) we work slightly differently, there is a genuine reason for my call. (Possibly like your company) we research companies like yours to see if there is a genuine business reason for us to call you. I have done some research on your business already and from what I have learnt I understand that you have a strong reputation in the marketplace for delivering a quality service/product. I currently work with and have added a lot of value to companies just like yours, I would like to come and visit you to see if I can do the same for you. I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?.

"I'm happy with my present supplier"

That's fine and I wouldn't expect you to consider any other supplier unless they could offer you something better. I appreciate you are happy with your present supplier and to be honest with you if my customers were called today by another agency then they would say the same about (my company). However, my happy customers were once happy customers of other agencies until they took the opportunity to see how (my company) were different.

What I would like is the opportunity to also show you how we are different and if you like what you hear then you could take advantage of some of the ways in which we may be able to add value to your business. I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?

“No names policy”

- Have a look on the customers website and identify some key people within the business;
- Find out from your temps who you have registered or who you will be registering to see who has worked there and who they worked for;
- Find out the contact details for someone in a different department, e.g. accounts;
- If you were to apply for a job who are you best sending your CV to;
- Think about the Decision Making Unit and try to find the names of the non-decision makers as these people could be influencers and could help to get you in front of a decision maker;
- Try a cold call and start to build a relationship with the gatekeeper.

“We have no budget left at the moment”

That’s fine I appreciate where you are coming from. To be honest with you, you would be surprised at how many agencies would only want to see you when you can give them some bookings. At (my company) we are different, we like to get to know our customers business when they are quiet, that way when you are busy then we can react to your bookings in a much more positive way giving you piece on mind and the right results.

I would love to come and meet you now whilst you are quiet, I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?.

“We deal with Michelle at xyz agency”

I understand what you are saying and I have other customers in the same situation where they have had a good relationship with a specific recruitment Consultant. The problem other customers have faced is that when their main contact is on holiday, off sick, away from the office or even leaves that agency then there is no one else who understands their business and the service suffers.

At (my company) you would always have two people who know your business, that way if either one of us are not available then the other knows as much about your business. I would love to come and meet you to discuss other ways in which (my company) are different, I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?.

“We are constantly being let down by agencies”

I understand that situation and in fact that is how on many occasions we have been able to grow our business. Unfortunately often agencies promise the earth and it is often when something goes wrong then their service does not live up to expectations.

- When you have been let down by other agencies what has been the impact on your business?
- What has been the impact on production?
- What has the knock on effect been on your clients business?

I would love the opportunity to come and meet with you and discuss with you how (my company) would handle that situation differently. I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?.

“We don’t use agencies”

I appreciate what you are saying, the reason I have called you is because from the research I have done on your business one of the things I have found out is that in the past you have used agencies, what has happened in your business recently to make you stop using agencies?

You could also ask:

- How do you currently recruit?
- What sort of results are you getting from that form of recruitment;
- What sort of guarantees do you have that the recruitment methods you have spoken about will provide you with the right return for the costs you are incurring?

“We recruit ourselves” this could also be used if they use the newspaper/website to recruit

I understand where you are coming from, I have some customers myself who used to do exactly the same as you and recruit themselves. It was only once my other customers recognised that very often it can be far more cost effective to recruit through an agency that they decided to give (my company) a chance. After all with (my company) you only pay us when we find you the right person and they have started.

I would love to come and meet you and show you how by using (my company) we can certainly add value to your existing recruitment process, I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?.

“We don’t need any staff right now”

That’s fine I appreciate where you are coming from. To be honest with you, you would be surprised at how many agencies would only want to see you when you can give them some bookings. At (my company) we are different, we like to get to know our customers business when they don’t need any staff, that way when you are busy then we can react to your bookings in a much more positive way giving you piece on mind and the right results.

I would love to come and meet you now whilst you are quiet, I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?.

“We have a preferred supplier list in place”

A couple of things to think about with this objection, preferred supplier lists are often driven by price, i.e. a low margin. First of all ask yourself do you want to do business with this company at a low margin.

Often preferred supplier lists aren’t worth the paper they are written on, they tend to be a framework agreements for companies to buy recruitment at a low price from a selected number of suppliers. You may be able to do a deal with procurement but then you have to go and convince a local site that you are worth working with. There is a very good chance that the local site already has local relationships in place which could be difficult to break.

You could ask the usual questions like:

- Who are your preferred suppliers?
- When is the agreement up for renewal?
- How are your preferred suppliers performing?
- What do you do when they cant supply?
- What do we need to do to get on the preferred supplier list?
- What is the criteria to become a preferred supplier?

You could also say something like – I understand you have a preferred suppliers list in place and to be honest with you (my company) are also on the preferred supplier list of many companies just like yours. What we have found is that often companies just like yours seek the support of organisations like (my company) when their existing suppliers let them down. I would love the opportunity to talk to you about how we could support you when your existing suppliers let you down, I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?.

Or, I appreciate that you say you have a preferred supplier list in place. What many of our customers have recognised is that in a market which is currently short of good quality candidates by have a select number of supplies on a preferred supplier list they are potentially restricting themselves to other good quality candidate who may be available

with other recruiters. What I would like to do is come and talk to you about potentially adding (my company) to your current list and opening up your options to other good quality temps. I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?.

“We have been let down by (my company) before”

I appreciate what you are saying and I can only apologise for the way you feel about (my company), what exactly did we do to let you down so badly? (let the customer answer you). You're right and if I was in your position I would feel exactly the same way. However things have changed since we last spoke and as the Consultant who would be looking after your account there is no way I would let things escalate to that level again.

I would love the opportunity to put things right and explain how I would handle our relationship differently in the future. I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?.

“We are currently making redundancies”

I am very sorry to hear that, what exactly has brought about that situation? (let the customer answer). I have experienced that situation before and I know how difficult things must be at the moment. One of the ways (my company) could support your business is to offer to help the people being made redundant by providing a CV clinic. We can show people how to compile CV's professionally and allow them the best chance of finding new jobs in the future. We could even register them with (my company) and help them to find work ourselves. How do you feel about that?

We could also offer you a very flexible solution to your staffing should you find yourselves in a position when business picks up and you need to increase your headcount very quickly. I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?.

“Send me some literature”

I appreciate what you are saying and to be honest the literature I could send you would be very generic and would not demonstrate specifically how we could add value to your business.

I have done some research on your business already which is why I am calling you and would love the opportunity to come and discuss what I already know about your business and learn even more. Then I would be happy to give you some specific information on how (my company) could add value to your business. I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?.

“They are too busy to talk to you right now”

That’s fine, I appreciate you are busy when would be the best time to call you back?

You would then need to call them back when they say and you could start the conversation off with something like – hello Mr Customer when we spoke the other day you suggested I call you back now.

If you have the right kind of relationship then you could say something like – that’s great Mr Customer I am really glad to hear you’re busy your company must be quite successful at the moment. How would you feel about talking to us to see if we could support you with any temporary staff to help with your current busy period? I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?.

“We are not interested thank you”

That’s fine and if I were in your position then I wouldn’t be interested in something I know nothing about. I would love the opportunity to come and meet with you to find out more about your business and see if there is any way (my company) could add value to your business as we have to many others in your area.

I am in your area next week, would you be available on Monday morning or would Tuesday afternoon be better for you?.

Don’t forget:

Never accept a “no” from someone who hasn’t got the authority to say “yes”.

And.....

Stick at it because –“activity always precedes results!!”

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