



Objection Handling

Presenter: Neil Lebovits – Founder, The Dynamic Sale

Neil Lebovits, industry guru and executive, is the founder of The Dynamic Sale, a learning, coaching & development company. The Dynamic Sale enables individuals to shatter their performance expectations in the Staffing & Recruiting Industry. Neil has done it all: Permanent & Temporary Placement, Sales, Branch Management, Regional Management, COO & President.

In this presentation, entitled “Objection Handling”, Neil shares tips to address the most common objections we face in recruiting, and the steps to overcome them to make more placements.

Meeting, Week 1: “Objection Handling” by Neil Lebovits

If you are reviewing this episode with a team, start from the beginning and watch through 30:18. Pause and role play the scenarios below, as well as any others relevant. Resume Week 2’s meeting at 30:19 and watch through the end of the Episode.

Facilitator: Neil does a great job separating the art from the science when it comes to responding to resistance. If you read any sales books or articles, they will all give you different statistics as to how many times you should expect to hear “no” in an initial sales call. They will also tell you that the majority of recruiters stop after the first couple of “no’s” and that only a handful of recruiters capture the majority of the business that exists. Why does this matter? Because if we believe that we should hear a bunch of “no’s” all day long, you’ll actually convince yourself that you are having a typical day. So we go through the motions – we work the ratios – just hoping that we are statistically that much closer to a “yes”. But have you ever thought about the fact that some recruiters just get less “no’s” than other recruiters? That is because of their confident delivery, differentiating content, and unique rebuttals. They actually set themselves up for fewer “no’s” in the first place.

Take each of the following scenarios and role play using Neil’s formula. Remember – deliver your responses slowly and with an even level of emotion. Quick talkers are perceived as less truthful and less ethical. Remember not to be annoyed with the routine of answering the same objections over and over again – smile, stand up, and make each candidate and client feel heard and responded to.

Desired outcome in each role play is to understand if this is indifference or a true objection, then pre-close the objection with a hypothetical (ask a hypothetical question to make sure that before you handle the objection, that it’s really the objection). One recruiter will play the role of recruiter, and other will play the part of candidate/client. Others in the group should observe and provide feedback after the role play is complete.

- Step 1: Repeat the objection (then be quiet and wait)
- Step 2: Question the objection (expand on it)
- Step 3: Understand why and seek agreement on next steps

Role Play 1: Your candidate has gone through the interviewing process and is about to get an offer with your client. You call to pre-close on what the offer needs to be from the client in order to accept. The candidate opens the call with a response similar to *“you know, I’ve been thinking, and I just feel like it’s probably best to not limit myself and really see what other opportunities are out there.”*

Person playing the role of the candidate: Prior to the role play, list two concerns you have about accepting the offer on a piece of paper. The recruiter’s objective is to uncover those concerns and resolve them if possible.

Role Play 2: You reached out to a hiring manager at a new company yesterday, and they shared with you an urgent and critical need that is in your specialty. The client asked you to send over some references, which you did. You are now calling to discuss next steps and to try to secure the search. The client opens the call with *“thanks for sending over the information, I haven’t really had a chance to review it yet, but I will and get back to you in the next few days.”*

Person playing the role of the client: Prior to the role play, list a concern you have about partnering with this new search firm, or something that has changed with the urgency of the search. The recruiter’s objective is to seek to understand your true situation, and move forward appropriately.

Role Play 3: You have called a new prospective hiring manager (firm you have never worked with before) and that hiring manager advises you to call human resources if you’d like to have the opportunity to work with their firm.

Person playing the role of the client: Prior to the role play, think through two valid concerns that would be going through your mind when fielding a call from a recruiter you’d not yet worked with before. List those concerns on paper, and the recruiter’s objective is to identify if you are indifferent or are responding in a legitimate manner, and then address.

Role Play 4: You have called a presently-employed candidate in the middle of the workday, and pitched your current opportunity. The candidate is busy and tries to wrap up the call with *“you know, I’m pretty happy where I’m at, thanks for calling but I’m not interested.”*

Person playing the role of the candidate: You are actively looking for a new opportunity, but don’t know this new recruiter and don’t want to jeopardize your current employment. You tell the recruiter you are happy, but the recruiter’s objective is to peel back enough layers that they uncover your desire for a new opportunity.

Supplement or replace the suggested role plays with ones that are encountered on a frequent basis within your phone calls to the market!

Meeting, Week 2: “Objection Handling” by Neil Lebovits

Resume Week 2’s meeting at 30:19 and watch through the end of the Episode.

Facilitator: Empathy is a great tool, and Neil gives us the opportunity to take a step back and be deliberate in selecting stories that can be used in the most common objections we face. Everyone likes to hear a story, and people can’t help but put themselves in the shoes of the primary character in the story, feeling the same experiences and emotions as that individual.

Example: Candidate says *“I’ve been here for 20 years, I’m never going anywhere, I will either retire or die with this company.”*

One response could be: *“Do you think you should have a backup plan in the case of your company closing?”*



A better response could be with a story: *“You know, I absolutely understand that. It’s interesting, I placed a guy earlier in the year who had been at his company for about 23 years, and he certainly was in the same situation when he and I first spoke. But he was open to an initial conversation because my client was doing some pretty innovative things, and he was mostly curious above all else. So he went for coffee and when he called me after that meeting, it was like I had shaved 15 years off his voice. He was keyed up, he was totally energized, and he said he felt as excited as he did when he was just getting into the industry. I think it really just came down to being exposed to doing things differently than he had been the last 20 years, and the company he started with was just a different company than he was with today. Let me ask you this – have you ever felt like the company you started with is a different company than the one you are with today?”*

Without the story that expands, you are missing the opportunity to let that candidate know that they are like other candidates. If you are new in this business, ask others for their stories!

What are the best success stories you can share for the following scenarios:

Had a candidate relocate when they initially were opposed to relocation: _____

Had a candidate take a financial step back in order to ultimately experience a huge step forward:

Had a candidate leave a large, stable organization for the risk of a small/startup one: _____

Had a candidate leave a company after being with the firm for a significant portion of their career:

Had a candidate consider other opportunities even when they were relatively happy in their current situation:



Had a hiring manager work with you exclusively on a search that had been open and worked on by other recruiters for quite a while: _____

Had a hiring manager interview your candidate(s) even though they had an individual they thought they were close to hiring: _____

Had a hiring manager work with you directly, instead of working through human resources: _____

Had a hiring manager create an opportunity for a candidate when one did not exist initially:

Had a hiring manager partner your search efforts with the one they were conducting internally using postings, ads, and referrals: _____

Had a hiring manager expand their search to include relocation, when initially they would only consider local candidates: _____
