

“All the information you need is on our website – get what you need there and send me any resumes you think fit. I’ll get back to you if I’m interested.”

Rebuttal #1: *“Understood. Let me ask you this – if I called you up and read you your job description, would you be interested? (Perhaps insert some mundane information about the hiring authority’s current job)” (No) “If you were **looking** for a job, it would be fine. Which is exactly why that kind of information is **good** to have on your website – because your website is designed to attract actively looking candidates who need minimal information to be interested. **My** job is to find people who say ‘I’m not interested – I’m doing all of that already, thank you very much, goodbye’ and have enough stimulating, high-level, insightful information that I can intrigue them enough to consider a deeper conversation. If I **don’t** have that kind of information, then quite candidly – I can’t recruit any different of a candidate than you can, and then you absolutely **don’t** need to use a search firm. I’d equate it to this. If you and I went fishing and we stood at the dock using pieces of hot dog on our hooks, we may catch some small fish and do okay. But you can’t give me that same piece of hot dog and expect that if I go in the middle of the lake that I can catch a 10 pound bass. I’m still using the same bait. So my question is this – can you give me better bait so you can go home with a bigger fish?”*

Rebuttal #2: *“I get what you are saying, but let me put that aside for a second and ask you this – do you have a car?” (Yes) “Everything going okay with your car right now? Not in the market for a new one, really, right?” (Yes) “So let’s say that out of the blue, I call you and try to sell you two cars. The first one is black, 10,000 miles, and great condition. One owner. Sound like a good car?” (Sure) “You interested?” (No)*

“Fair enough. The second car is investment that you would be foolish to not at least test drive. Not only is it pristine condition, the original owner has cared for it like it’s a vintage one-of-a-kind classic – detailing it every week and waxing every month. I don’t know what kind of gas mileage you currently get, but the resale value of this car is significantly better than most, since this is exactly the kind of car that everyone will be clamoring for when gas prices double in a year. It’s perfect for towing the boat up to the lake on weekends, or taking it into the mountains for a ski trip over the holidays. I’m not saying that you are going to replace your car with this one – all I’m asking is that if I bring it up to you, do you want to take it for a quick spin around the block, just to see what you think? Absolutely no problem if you decide not to take it – but just so you know what you are saying no to... You interested?”

“Your answer may still be no, but do you think I get a higher interest level from the first description or the second one? If I’m going to go through the work of calling people to sell them a car, I may as well give myself the best chance of getting people who are actually interested. Can you give me some better info than what’s on the site?”

Rebuttal #3: *“Is that because you don’t have time or do you not see the value in letting me know exactly what you are looking for? In all candor, if it isn’t important to you I can promise you it isn’t going to be important to me or my team. Telling me to just send you resumes is a dangerous move. First, if I go by the letter of the job description, there are dozens of candidates that are going to meet the criteria (college degree, hard working, 10 years of experience, software skills). You know better than anyone that you can’t just take someone that is good on paper and assume they fit. Before I send any resumes I truly want to know about what kind of person fits your culture, what is the true compensation range, what is important to YOU, your org chart, reasons people stay and reasons people leave, etc... Again, I’m not asking for financial documents; I just want to know your story. Second, I would just be adding to the paperwork/email nightmare. In my opinion, if you aren’t part of the solution, you are part of the problem. The LAST thing I am going to do is become part of your problem or create ones of my own. Do you have a few minutes now?”*

Rebuttal #4: *“I understand that the information is on the website, and if you were interested in paying me a fee to simply attach an invoice to a resume that I pulled off Monster, that might work. In fact, you can work with a lot of other recruiters who will do just that and you are more than welcome to pay their fees. But, since the candidates that I will be speaking with are not on Monster and Career Builder, and they are going to need to know information that’s going to pique their interest for them to take time out of their day and come meet with you. That’s the kind of information that is pertinent to our conversation. Are you open to having that conversation?”*

Rebuttal #5: *“I can easily send you resumes all day long – in fact I can download my entire database and to your desktop in 5 minutes – but I don’t think that’s going to add any value to your day. When you are paying me a fee, you are paying me to actually do some work on your behalf. This sounds different than the way you are used to working with other recruiters, who it sounds like haven’t done anything other than forward you a resume. What I’m here to do is identify, go out and attract and match them specifically to what you are looking for. My goal is to send you at most three to five resumes – but you are going to want to interview every one if them – in fact, you may want to hire all five of them. In order though for me to bring you people that are that good, I’ve obviously got to have more to attract them than just specs on a job order.”*

Rebuttal #6: *“I’m sure that will give me some quantifiable information like title and number of years of experience. However, I want to clarify something. The people who I’d be talking with for your opportunity are currently employed and doing well. Think of your best guys – if they were working for someone else right now, what’s the most appealing information I could share with them that would get them over to (name of company)? So yes, you are right, I can get some info off your site because I can read. But I won’t be able to find the level of people you are looking for with that info alone. With all due respect, honestly it’s much less important as to what you’re looking for (that’s on your website), and much more important is what would lure them into why to talk with you?”*

Rebuttal #7: *“I get that that’s probably a good way to communicate the nuts and bolts of information to the general public and to recruiters. Can I ask you a question? Hypothetically, if right now I’m staring at my computer, at the resume for the best candidate for this position, and I know he is, and let’s just assume that I’m right - you want me to drop his info into the black hole of your website? I’ll make you a deal – if the guy I send you is not a bullseye, email me back and say no and I will never contact you again. This has been a 30 second phone call and that’s all the time I will take for as long as we are both in this business. But if I’m right – and he is a good guy – I’m working only with you. Not the web. That is what everyone **else** should do, but I’m special – so give me the chance to prove it just once. Where should I email his info?”*