

“How can you conduct this search in (city) and not see the candidates?”

Rebuttal #1: *“My answer is pretty simple. I’ve been working in this market for (# of) years and I can tell you more about what’s happening on your street corner more than I can about what’s going on in my own backyard. Don’t confuse knowledge of the marketplace with where somebody lives. I can talk to you about what’s going on in the industry, the technical experience someone has, and how they present themselves verbally.*”

*As un-politically correct as it sounds, most of the time when people ask me that question, it is because what they are really wanting to know how I tell what the candidates look like. That’s what people are really concerned with. The only thing I can’t see over the phone is what you look like – but it’s better that way. The truth is, I’ve placed a lot of candidates that were excellent fits that I would have never presented had I known what they looked like – but my judging of what you would hire means nothing – **you’ve** got to judge what you are going to hire. Are you open to be judging someone’s background and qualifications, and you making the final judgment for your firm?”*

Rebuttal #2: *“Let me ask you this – where do you live?” (They name the city). “Okay, where at in (city)?” They name the area. “You ever eat at (restaurant near there)? Or get a drink at (bar near them)? Or had a massage at (spa)?”*

“I’ve been doing this (# of) years and have been in my clients offices several times a year. I know your location just as well as someone who lives there. Fair?”

Rebuttal #3: *“How can I know your market better than my own backyard? Because I am on the phone over 4 hours each day, only focused in (city). Each day, I leave messages for an average of 50 people and have solid conversations with 15. On a monthly basis, I leave 1,000 messages and have 300 unique conversations. In my (# of years) of experience, I’ve identified that there are (# of) viable candidates in your field. This number changes of course as people enter and leave the market, but suffice it to say that every candidate in (city) that’s worth knowing, I touch in some form or fashion every three months. That’s more often than you probably speak with some of your best friends from college. So how can I do this search from (my city)? Because I have nearly 4,000 conversations a year with the candidates you care about knowing – how many recruiters have you worked with who can say the same?”*

Rebuttal #4: *“Meeting a person face-to-face does not give us any additional strategic advantage over qualifying them purely on the phone. If anything, it eliminates the bias we may have. As an example, let’s just say I have an issue with people who are overweight. I don’t, but let’s just say that I do. I could disqualify from consideration a candidate that you very much want to at least interview – he’s got an incredible track record, comes from your top competitor, and is absolutely interested in your opportunity. Let me use this example – imagine interviewing Bill Gates back in the day. He certainly doesn’t look like your typical corporate executive – you would have never thought of him as a leader and an innovator, but knowing now what he’s capable of...wouldn’t you want you to be the one who rules him out – not me?”*

Rebuttal #5: *“My team has nationwide coverage. In order to find the best possible candidates, we don’t limit ourselves to one city like other staffing firms do. I can’t be everywhere all the time – but what this means to you is that you get coverage of the totality of the marketplace – not just limited to your backyard. It’s not pragmatic or possible for me to meet every candidate that exists – but it is very possible for me to bring you incredibly qualified candidates from not only your city, but others as well if you are open to it. Are you interested in seeing qualified candidates that are open to your opportunity – even if they aren’t within a 10 mile radius of your office?”*

Rebuttal #6: *“I understand what you are saying but am not quite sure why you are saying it. What are your concerns? Make no mistake about it. If we can agree to do business together, one of the first things I will need is some time from you to visit... in your office. It is a priority for me to get to know my clients and their culture first hand so I can portray the right message in the market. This is done by me flying to _____ and spending time with you. I normally travel to _____ about ___ times per year.”*

“I would argue that I know more about your city than most people you will meet. If you want test me on that, feel free. I start the morning reading your city’s newspaper online, I spend the day speaking to people you would want to interview and I have a narrow focus that allows me to be a market expert. Most other recruiters will say that they specialize in a certain area but when questioned they actually cover multiple regions with no true core-focus. If I can make you feel comfortable that I know YOUR world, are you open to working together?”