

“I have never heard of your firm”

Rebuttal #1: *“Does that play a big role in your decision to use or not use us? I can send you client references, published articles, candidate references, industry lists and a ton of extremely well written dossiers and marketing materials. That being said, I can assure you we are a work-horse and not a show-horse. What information do you need for us to be able to do business together?”*

Rebuttal #2: *“That’s a fair statement – and what most recruiters would probably answer with is a long speech about their specialty, how long they’ve been in the business, how incredibly important they are to their clients and candidates...but here’s what I would say. I’ve got a list of (# of) references that are unprepped. I’d rather have them talk about me than me talk about me. If I give you a few of your colleagues to reach out to, are you able to reach out to a few in the next two days?”*

Rebuttal #3: *“Understandable. However, it’s not important if you have heard of me or not – it’s important that we’ve been effective for the clients that we serve. I can give you a list of individuals that I’m sure you will know. Before you invest any time and definitely any resources, I want you to talk with them. You won’t make it through the whole list before you call me back and want to partner together.”*

Rebuttal #4: *“I’m not surprised to hear you say that, because we do one thing and we do one thing very well. Is it a big name that impresses you? Because everyone has heard of Wal-Mart. I would argue that although Wal-Mart is great for the everyday purchases, if you have a specialty item that’s truly important, you go to a specialty store. Did you get your wife’s engagement ring at Wal-Mart? Did you get your golf clubs at Wal-Mart? There’s always a time when Wal-Mart is best – but we’ve been doing this quietly for (# of) years and have been doing it very successfully. If it’s a big name you want, we are not for you – but if it’s the specialty you are looking for, there’s nobody better.”*