

“Send me some information and I’ll get back to you if we are interested”

Rebuttal #1: *“I am more than happy to send you our pretty, professionally printed, slick corporate dossier. I am relatively confident that it will sit in the stack of other pretty, professionally printed dossiers that you’ve accumulated on your desk. You and I both know that what’s important isn’t how our PR materials compare to other firm’s PR materials – what is important is understanding your needs, your hiring process, and your strategic growth plans. The only question that you really need answered is ‘can this firm get me the people I need.’ I ask that you give me your most urgent and critical search, give me one week, and let me give you a better assessment of our firm than any corporate dossier ever will be able to. Fair?”*

Rebuttal #2: *“Ok. I have been doing this for a while and there is one truth that is a constant in our business: If someone says, ‘send me your information’ 99% of the time they just want off... the... phone... You can send whatever well written email you like but that won’t change the fact that you are going to either be deleted or saved in the ‘recruiter file’ in their email. Don’t get me wrong; I want you to have my contact information.*

How about I do this – I’ll send you an email with my contact info, so you’ll have it. You don’t have to review anything, you don’t have to respond to anything, you just have to be there in another month when I call back. Fair?

Fair. Let me ask you real quick – when I do call back, what kind of info from your competitors would it be good for me to share with you?”

Rebuttal #3: *“I would love to send you some information. What information would you like?”*

“(Name), let me add this. I’ve been doing this a long time, and it’s been my experience that when someone asks me to send them some info so early in the call, it’s a brush-off. It’s a brush-off because either I have not demonstrated any value or potential value to them, or it’s because they are having a rotten day and I caught at the wrong time. So, which one is it?”