

“Why should I use a recruiter?”

Rebuttal #1: *“Are you asking why should I use a recruiter because you want me to sell myself, or are you asking in general because you have not used a recruiter before and want to understand what value a good recruiter brings to the hiring process?”*

(Tell me about you)

“I would like to one – tell you who we are and what we do. But two, I always prefer for my clients to speak to our abilities more so than me telling you about how good of a job I can do for you. You’ll know most of the names on that list since (type of industry) is all we do. If I provide you with a list of pertinent references, are those calls that you’re interested in making? Are there any specific types of references you’d like to see?”

(Continue with 30-second commercial on yourself and your firm)

Rebuttal #2: *“You shouldn’t use a recruiter – but you should use a **good** recruiter. A good recruiter is someone who can bring you resumes of people who don’t even have resumes – and I have access to an entire candidate pool that you would never have access to. The guys that you go up against when competing for new business? I have talked with them about their career path, aspirations, professional challenges and sometimes even personal issues that they’d never share with you unless there was a bottle of Johnny Walker split between you both. At the end of the day – you shouldn’t use a recruiter, you should use a good recruiter – and if you are open to it, I want you to talk with (names of past clients) who will attest to the same thing. Are you open to contacting a few of my current clients to see if I’m someone worth partnering with?”*

Rebuttal #3: *“Let me ask you this – do you represent yourself in legal proceedings?” (No)
“Why not?”*

“Exactly – it’s because he’s the expert in law – and you are not. I am no different of an expert than that attorney – he just handles the legal side of your business while I handle the people side of your business. Your job is to (what they do) – that is what you are an expert in. My job is to build companies – that’s what I’m an expert in. Believe it or not, I am more capable than you in this one regard. Your access to the market is very limited, whereas I spend 100% of my time recruiting people. Because it’s what I do all day long, I can work my way through the market in half the time you do. If this were a race, it’s the equivalent of a Porsche racing a Mac truck. Not only am I an expert, but I can do it exponentially more efficiently than you can. I can talk with 45 people before you’ve even posted it on Monster. Do you think that will yield me different results than you get?”



Rebuttal #4: *“Simply put – the old methods of filling positions just don’t work. Newspapers are becoming obsolete. The days of posting something on Monster and getting high quality candidates is over. They just don’t deliver candidates as fast or as well as a recruiter can. There’s no magic to what we do – just hard work. We have a team of people who make (# of) outbound calls each day. We sell your specific opportunity based on a script that you approve prior to us calling anyone. That script is packed with the selling points and key opportunities within your firm. There’s a reason that people advertise during the Super Bowl – a 30 second spot during the Super Bowl is going to garner a much different response than running an ad in the newspaper. Would you prefer to generically run an ad, or to have our team give a personalized (name of firm) commercial to your target audience?”*

Rebuttal #5: *“Let me ask you a question. Do you have any ex-girlfriends? I would assume that you are a pretty good guy, and that there are valid reasons why those relationships didn’t work out. But, no different than you having ex-girlfriends, you have ex-employees. No matter how amicable the split was, I’m sure that there are some people out there who have not-such-glowing reviews of your firm (right or wrong). If there’s 40 people out there who are saying that you guys cook the books, wouldn’t that be information that you’d want to hear? And wouldn’t that be info that you’d want me to counter when it’s what’s being said?”*