

## **“Why should I use you?” or “Why should I use a recruiter?”**

**Rebuttal #1:** *“Good question. Simply put, by working with me, you have the inside track all the way through the hiring process. It’s like sitting at a poker game where you see all the cards and know not only what to play, but when to play it. I’m your ace in the hole to tell you what the hiring manager is thinking, what you have to do to be the candidate of choice, how to prepare for each interview, what to expect in the interviews, to tell you about the people you will be meeting with including their personalities so you aren’t interviewing “cold”, to use my (#of years) of search experience to negotiate the best offer possible for you, and to even be the person to back you out of a process should you decide at any point along the way that this opportunity is not the best for you – which keeps you intact relationally with my client without burning any bridges. Working with me provides you with an invaluable level of information and coaching from initial introduction and beyond. What’s all that worth to you? A possibly good interview which may or may not lead an offer, or the best interview you’ve ever had because you were fully loaded with the ammo you needed, leaving no room for doubt in the client’s eyes, because you partnered with a recruiter?”*

**Rebuttal #2:** *“That’s a fair question. I’m happy to share some of the benefits of why you should use a recruiter, once I understand where you are coming from. Let me ask you first - why would you not want to use one?”*

**Rebuttal #3:** *“Valid question. First, not only do you want to see an opportunity that’s going to advance your career, you also want to receive an offer. In some very competitive marketplaces which are saturated with candidates – it’s not that you are under qualified, qualified or over qualified – it’s that you just aren’t getting through the stack to the hiring manager which is exactly what we do for you. If you are in the loop for interviews and my hiring manager tells me he likes blue, I’m going to tell you to wear a blue suit. So it makes sense to work with someone who can leverage a relationship and has the hiring authority’s ear who can also prepare you to do better in your interviews based on our experience and success in having worked with this client for (# of) years and knowing them intimately.”*

**Rebuttal #4:** *“Unfortunately, the cold hard truth is that search firms are no different than (their industry) companies. There are a lot of good ones and a few bad ones. And naturally, I’m going to tell you that we’re not just one of the good ones, we’re the best - which is why we (insert track record/statistic of your firm/team). The only thing I can tell you is that I have a history of success, and I don’t have a list of references – I have a list of placed candidates and their cell phone numbers. What I would encourage you to do is reach out to some of them, ask them what their experiences were, and then take a chance on me. I will earn your respect – but you have to be willing to let me earn it. Are you open to that?”*

**Rebuttal #5:** *“Just as you are in the business of (primary responsibility), I am in the business of helping people achieve their career goals and aspirations. You are great at what you do, and I am great at what I do. I can assure you that you wouldn’t want me doing (describe brief aspect of candidate’s role). As an example, it has been my experience that most people feel very uncomfortable negotiating their own compensation, especially with the person they will be directly reporting to. This is where my expertise as a recruiter serves you best. By working with me, you’ll not only be taken out of the very uncomfortable and stressful position I just described, I’ll be negotiating on your behalf to achieve the best possible outcome for you and your family.”*

**Rebuttal #6:** *“Do you have a non-compete/non-piracy rule where you are currently? One, if you make a move on your own and you take your team as most good (brokers, producers, or sales managers) do, you open yourself up to piracy. If you use a 3<sup>rd</sup> party and I move your individuals for you, there is no piracy issue. Two, I can ask questions for you that you cannot ask. If you ask about days off, commission, or can those points get higher – you look greedy or you look like you don’t want to work. If I ask those questions, I’m just doing my job. Three, more often than not, conversations don’t end up in a transition or a move. So in the event it doesn’t work out, you have plausible deniability. If at any part in the process you want to bow out, I can do so gracefully on your behalf so you can preserve a relationship.”*

**Rebuttal #7:** *“Most candidates with appealing credentials don’t have an issue with not being considered for an opening within an organization as more times than not, their background and experience details within their resume or CV provide enough momentum to rise to the top of the stack and catch the right person’s interest. Where the real benefit of working with a recruiter comes is from the coaching aspects of our relationships with candidates. We coach on interviewing techniques, questions to ask and avoid, help our candidates prepare for interviews by educating them on the backgrounds and personalities of the interview teams they meet, we handle salary negotiations and even help with the resignation process to your current employer. How uncomfortable is it to have had a great interview, but then have to play hardball and broker your own compensation package personally? Do you think that if it’s done wrong, the client could want to retract an offer? What if they do, and you’ve already turned in your resignation? This is what we do every day as search professionals. We don’t just send a resume to a hiring manager and then disappear until an offer is made. Partner with my firm and you will take advantage of everything we can do for you.”*