



## Overcoming Objections

***Presenter: Greg Doersching, President of Next Level Coaching  
& Managing Partner of Next Level Exchange***

For over 20 years, Greg Doersching has been recognized as one of the most cutting-edge recruiting industry voices. He is the President of Next Level Coaching, an International Trainer, and has presented hundreds of workshops and Keynote Addresses for major national, state, and local recruiting and staffing groups. He is consistently rated one of the top presenters for each conference, and on top of that, he still runs a desk.

In this presentation, Greg shares his top 10 "buying" and "non-buying" objections we often encounter in business development. He then takes it a step further by including specific talking points, scripts, plus a cheat sheet to help you land more searches.

### **Meeting: "Overcoming Objections" by Greg Doersching**

**If you are reviewing this Episode with a team, watch the entire Episode and ask your group for their key takeaways and insights that they pulled from the Episode. Review the below to fill in the gaps.**

**(Facilitator):** What can recruiters truly overcome when met with resistance? Often we make a common mistake. We believe that anything should be overcome rather than looking at each situation for what it is. We get this way because it takes a legitimate effort to connect with someone. When we are lucky enough to connect with someone, we feel we must have a POSITIVE result, and when we don't get it, we feel we MUST have done something wrong – or could have said something different – that would have given us the POSITIVE result we wanted. It's time to change this way of thinking!

During initial contact, there is one main thing you need to find out from the clients we are prospecting – do they work with search firms or not? If the answer to this question is NO, these people will give you all kinds of reasons (we call them objections) to make this decision. What is essential to realize is that if their decision is not to use search firms, then the odds are stacked against us that they will become clients. These "objections" are challenging to overcome. So what should you do when that happens? Set yourself up for success (especially if they change their stance on working with a search firm) and plant the seeds!

In his presentation, Greg breaks down both non-buying and buying objections:

#### **The "Non-Buying" Objections:**

We don't work with agencies/search firms.  
We don't pay fees.  
We are getting enough responses from our ads.  
Don't have a need at this time.  
Send me your info, and I'll keep it on file.

#### **The "Buying" Objections:**

Exclusive with another agency/search firm.  
We will only work for \_% (Your fees are too high.)  
We have an approved vendor list.  
Bad experience with a recruiter.  
Just send me people, and then we can talk fees.



**(Facilitator):** Now, let's get to work and review the "non-buying" and "buying" objections Greg covered during this session. Continue to ask yourself- what would you modify to make these rebuttals work in your market?

**DON'T WORK WITH AGENCIES.**

**Talking Points:**

- Today's best clients said it years ago.
- Not every day, but there are always special cases.
- Share facts about the future.
- Get them your information.

***Example:** "Sally, that's funny. If you knew how many of the best clients I have today said the same thing five years ago. I realize you probably don't need me today, and I'm not going to try to change your mind. I know that special circumstances always pop up, and when they do, I want you to know who you can reach out to who can offer you a solution for that one-of-a-kind candidate your company may need someday. Especially as we head to the future, I just read an article talking about how in 2010, for every 2.2 people who turn age 65, there will only be one person turning age 35. So, the way people used to fill key staff positions just isn't going to be the same anymore. Anyway, would you mind if I did this? Let me get you both my personal and company information and when the day comes that you do decide a recruiter could be a help, you'll know how to reach me."*

What would you modify from the script above?

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**WE DON'T PAY FEES.**

**Talking points:**

- Understand their position.
- The cost of an unfilled position is greater than the cost of my fees.
  - You had the budget for a salary.
  - If this position has been open for more than two months, move the salary to our fee.
  - **IT'S JUST A TRANSFER OF THE MONEY WITHIN THE BUDGET – IT'S NOT A NEW COST TO THE BUDGET.**



What would you modify from the script above?

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**Example:** "Jim, I understand if you have made a business decision not to budget for the use of a recruiter, there's nothing I can say to change your mind. I know this one thing; there are many cases where the cost of having an unfilled role is ultimately more expensive than the cost of my fees. Would you mind if I did this...let me get you my information and if the day ever comes when you decide otherwise, you'll know how to reach me."

**WE ARE GETTING LOTS OF RESPONSE TO OUR ADS.**

**Talking Points:**

- Lots of responses don't equate to good candidates.
- Sifting requires time you could use somewhere else.
- Prove the difference – just two resumes.
- It cost you nothing to see the proof.

What would you modify from the script above?

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**Example:** "Jim, I'm sure you get the same thing happening to you that we used to get when we ran an ad - lots of paper -very few matches – and the time it takes to sift through all of that paperwork feels so counterproductive. That's part of what makes working with an agency like ours so valuable. We free you up to work on other areas of your desk that are more important. I know you've heard some of this before, Jim, but let me prove how truly different we are - would you mind if I did this? Let me send you just two profiles, that's it just 2, of the very best people I can find. You can compare them to what comes in from your ad; if one or both of my people become of interest to you after you look them over, let me know, and we can talk further from there. If they're not of interest – no problem. There is absolutely no cost to you to make the comparison. Would that be ok?"



**WE DON'T HAVE A NEED AT THIS TIME.**

**Talking Points:**

- If you did, would you use a recruiter to fill it?
- Do you see anything on the horizon?
- I'll get you my info.

**(Facilitator):** Using the talking points above, script your rebuttal to this objection. Remember, this one is borderline – it could be a "non-buying" sign, and they're giving you a polite brush-off, or it could be that they don't have a need right now:

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**SEND ME YOUR INFORMATION I'LL KEEP IT ON FILE**

Talking Points:

- I'll send you all the info for your files.

Using the talking points above, script your rebuttal to this objection:

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**WE WORK WITH AN AGENCY (EXCLUSIVE)**

**Talking Points:**

- Acknowledge this is a good thing.
- Respect the other relationship.
- Position yourself as a backup.
- See if the other agency is struggling on even a single position right now.

What would you modify from the script below?

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***Example:** "Jim, it's good to hear you appreciate the value of partnering with an agency, and I completely respect when you have a good partnership in place. I also understand that there are certain positions that agency may not be as proficient in finding candidates for as we might be. All I'd like to do is be in a position that should they be struggling with a certain position; you have a resource to back them up. Are there any positions where right now they aren't providing you enough of the quality candidates you need for a specific opening?"*

**YOUR FEES ARE TOO HIGH.**

**Talking Points:**

- They are too high if I'm just a paper pusher.
- You get what you pay for – it's about service.
- Build in a raise for yourself for doing good work after you prove yourself.

What would you modify from the script below?

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**Example:** *Jim, I'm sorry you feel that way. I know other agencies provide I'm not surprised by it at all for the kind of service. If all I was going to do was push paper across your desk and hope I get lucky. I would agree then my fees are too high – but that's not what I'm talking about. But I don't want to argue fees with you at all; I think our service speaks for itself, so here's what I'll do. I'll send you a fee agreement right now that agrees to the 20% fee you're used to. Then I'll show you the kind of work we do, and I'll show it to you at that price as many times as you need it this year. But on January 1, **INSERT YEAR**, my fee goes to 25% for any work we do after that date, and if after a year of working with me, I haven't proven to you why we are worth that fee, you can walk away for me no hard feelings. Is that fair?"*

**WE HAVE AN APPROVED VENDOR LIST.**

**Talking Points:**

- Respect that this is their process. (They aren't likely to change it for you!)
- See if it's worth your time even to try.
- Find out how you get on that list.

What would you modify from the script below?

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**Example:** *Sally, I understand why you evaluate the search firms you work with. You're certainly not the first company who wanted some clarification on the relationship's value before entering it. Let me ask you, considering this is my specialty – (explain what it is) – is that an area where you find yourself having reoccurring needs where it would make sense for me to go through the approval process? (If they indicate yes.) Excellent – Tell me what I need to do to get on that Approved list, and I will gladly provide the documentation I need to be evaluated."*

**BAD EXPERIENCE WITH PRIOR RECRUITER**

**Talking Points:**

- Apologize for the experience.
- Find out what happened.
- Demonstrate how your process and company policies would never allow that to happen.
- Offer local or well-known references.



What would you modify from the script below?

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**Example:** "Sally, I apologize that you had a bad experience. What happened that left such a bad taste in your mouth?"

**LISTEN**

"I can only imagine how frustrating that must have been but let me assure you that experience would never be repeated if you worked with us. It is a strict policy that we never send you any candidate who doesn't meet at least 90% of the skills you require. They have to fit the salary range you specify, and they have to be motivated by at least one thing other than the money, or we would never send them to you. Sally, let me do this for you. Are you familiar with **INSERT NAME** – VP of HR over at **INSERT COMPANY** or **INSERT NAME** – Director of Recruiting at **INSERT COMPANY**? They work with us all the time, and I would be glad to give you their number if you'd like to call them and see what their experience has been working with us."

**SEND ME CANDIDATES THEN WE WILL TALK FEES.**

**Talking points:**

- Find out the parameters of their current needs
- Ask questions that will let you test them.
- Express a willingness to make this want to work.

As Greg shared, the answer to this one is a personal business decision, but the question you have to ask yourself is this - *Are you willing to prove to someone you can do what you say you can do before you talk about price?* If you are, work through the below questions and craft your approach to respond.

**Questions to Objectively thing through:**

- Are the needs this company has in line with the types of candidates you're already searching for with your existing clients?
- Is this a company that candidates would likely want to join, to begin with, because of the reputation, benefits, location, etc.?
- Is having another option for those candidates you find who want to change a good thing or a bad thing?



**TIP:** If you're answering YES to the questions - why wouldn't you pursue this company? All this is for you is a test. Now can you deliver?

Using the talking points above, script your rebuttal to this objection:

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**THE NEW OBJECTION: WE HAVE A TALENT ACQUISITION/ HUMAN RESOURCES DEPARTMENT**

**Talking Points:**

- Many of the companies I work with have Talent Acquisition Departments – sometimes big ones.
- One of the things that we do that they can't is true headhunting.
- We can get on the phone and CALL DIRECTLY into your competitors.
- Talent Acquisition Teams are usually limited to dealing with people who come to them – we have a network of over 85,000 people – who all work in the XXXXXX Industry – built up over 25 years.
- These people are NOT putting their resume on a job board or answering a help wanted ad. They are waiting for someone like me to pick up the phone and TELL them a better opportunity exists for them.
- All I do is SUPPORT Talent Acquisition – I'm the sharpshooter – I go after the 1 or 2 jobs that they need to fill but usually haven't even after 60 days of trying.

Using the talking points above, script your rebuttal to this objection:

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## CLIENT DEVELOPMENT OBJECTIONS

### The "non-buying" Objections

#### **WE DON'T WORK WITH AGENCIES.**

##### Talking Points:

- Today's best clients said it years ago.
- Not every day, but there are always special cases.
- Share facts about the future.
  - Baby-boomers phasing out
  - Unemployment Record Lows
- Get them your information.

#### **WE DON'T PAY FEES.**

##### Talking Points:

- Understand their position.
- The cost of an unfilled position is greater than the cost of my fees.
  - You had the budget for salary
  - Cost = 3 months salary
  - Transfer of Funds – NOT new cost
- Get them your stuff and move on.

#### **WE ARE GETTING LOTS OF RESPONSE TO OUR ADS.**

##### Talking Points:

- Lots of responses don't equate to good candidates.
- Sifting requires time you could use somewhere else.
- Prove the difference – just two resumes.
- It cost you nothing to see the proof.

#### **WE DON'T HAVE A NEED AT THIS TIME.**

##### Talking Points:

- If you did, would you use a recruiter to fill it?
- Do you see anything on the horizon?
- I'll get you my info.

#### **BONUS:**

#### **WE HAVE A TALENT ACQUISITION DEPT**

##### Talking Points:

- I do true headhunting – ON THE PHONE
- Go DIRECTLY into your competitors
- Strength of our database
- I SUPPORT Talent Acquisition – I'm the SHARPSHOOTER
- Give me the jobs they haven't had success with in over last 60 days



## CLIENT DEVELOPMENT OBJECTIONS

### The "Buying" Objections

#### **WE WORK WITH AN AGENCY (EXCLUSIVE)**

##### Talking Points:

- Acknowledge this is a good thing.
- Respect the other relationship.
- Position yourself as a backup.
- See if the other agency is struggling on even a single position right now.

#### **YOUR FEES ARE TOO HIGH.**

##### Talking Points:

- They are too high if I'm just a paper pusher.
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- Build in a raise for yourself for doing good work after you prove yourself.

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##### Talking Points:

- Respect that this is their process. (They aren't likely to change it for you!)
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#### **BAD EXPERIENCE WITH PRIOR RECRUITER**

##### Talking Points:

- Apologize for the experience.
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- Demonstrate how your process and company policies would never allow that to happen.
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