



NLE Quick Tip: Common Objections

**Presenter: Scott Love, President – The Attorney Search Group,
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Scott Love is President of The Attorney Search Group – a member of the Sanford Rose Associates network of offices. Scott is also a leading expert and authority in the executive search industry and has been quoted in the Wall Street Journal and Selling Power Magazine and is the author of “The Recruiter’s Adventure Book! How to Find Buried Treasure in the World of Recruiting”. Scott has spoken to nearly every major industry group and is a graduate of the United States Naval Academy in Annapolis, Maryland.

In this presentation, when a prospective client gives you an objection, the way you handle that objection dictates the way they respond. They're making a judgment about you, in terms of your effective communication as it relates to recruiting candidates. Scott Love will share the top six objections you'll hear in marketing you, your firm, and your solutions.

Remember this, in the world of sales, when you hear the word “no” - that's when your work begins. Don't let it bother you. In this NLE Quick Tip, Scott will provide insights behind common objections we hear, then gives you the next steps and tactical responses that keep the conversation moving forward.

Meeting: "Common Objections" by Scott Love

(Facilitator): Objections give recruiters a precious opportunity to understand a client's struggles, target their specific needs and, in the long-term, if handled right, build stronger relationships. Instead of fearing an objection, we best serve by embracing them. The more we accept objections as a part of the process, trusted partners will move away from assumption and, instead, seek to understand each client to provide solutions.

Like Scott shared in this quick tip, instead of being afraid of an objection, get out your pen and start creating your next rebuttal! Remember, pushbacks can often lend clear insight into a possible pain point you can address later in the conversation. When you begin to solve complex problems for your clients, you become a trusted advisor.

Whether tenured or new to search, it never hurts to refine your rebuttals. Take Scott's advice and start practicing so that you can know your responses cold. Scott covered six examples, but for this exercise, we are going to pick three objections:

- *“I don't do the hiring.”*
- *“We have internal recruiters.”*
- *“I'm already working with other firms.”*



1. *“I don’t do the hiring.”*

Before responding with a response to this objection - what questions could you ask to demonstrate that you are listening intently to their objection?

- Who would be the right person to speak to regarding this need on your team?
- How does your team manage hiring to the organization – who all is involved? How would you recommend I connect with them?
- _____
- _____
- _____

Review Scott’s rebuttal to this objection. What would you change or modify to match your industry and personalized approach?

“Understood, let’s say I came across someone with ten years of experience with one company, who is a rock star, and he has a valid motive of making a move, and he is someone that is the kind of person you’d be interested. Let’s just say I came across someone that would be perfect in your world <insert additional sizzle points if necessary> Who in your company do you think I should speak with about him?”

Review Scott’s rebuttal to this objection. What would you change or modify?

Scott continues with encouraging a connection and introduction to Human Resources. **Example:** *“Many times HR gets calls from a lot of headhunters. I don’t want them not to know who I am or not return my calls. Why don’t we schedule a conference call?”* How would you script that suggestion?



2. *“We have internal recruiters.”*

Before responding with a response to this objection - what questions could you ask to probe deeper and learn more about the client’s current approach?

- Why has your team chosen to work with internal recruiters as opposed to a search firm?
- Have you partnered with a search firm before? If so, what led to you not working with them again?
- When it comes to actually sourcing and hiring the very best talent in the marketplace, what is your current process to attracting the passive market?
- _____
- _____
- _____

Review **Scott’s** response to this objection. What would you change or modify?

“Technology has given companies direct access to those candidates who are actively in the market the active candidates. I think you are smart. If you have internal recruiters doing this, chasing after the low hanging fruit - Why not the resources are there?”

However, their reach is limited because those top performers, the truly exceptional ones; they don't care about their competitor’s social media brands- they're too busy succeeding. That's where I come in. That's the level that I play at, I tap those professionals on the shoulder, and I nudge them forward to interview with you. Does that make sense to you Mr. Client?”

Modified rebuttal:

“I’m already working with other firms.”

What questions could you ask the client to learn more about their current relationship with the other firm?

- What led you to partner with that specific search firm(s)?
- What have you seen that has gone well? What part of their process could be improved?
- _____
- _____
- _____



Review Scott’s response to this objection. How could you modify his script for your style and discipline?

“I understand you have a lot of relationships with recruiters, and you feel like one more is going to stretch your time - I get that. However, I am actively recruiting only in your market. That is, I’m building relationships with everyone. I’m seeing some very successful people right now who are open-minded to other opportunities. Let’s say I see a rock star who wants to move, what type of person would that look like to you that I should call you and tell you about?”

Modified rebuttal:

Keep in mind that the goal isn’t to “win” every objection but to get closer to building rapport and trust with the decision maker. How can you close on Scott’s rebuttal and create an opportunity for future interaction?

“All I’m asking for, Mr. Client, is that if I have someone that I call you about - you return my call. We can talk more about that person, and if that person makes sense, I’ll send you my agreement to sign. We can then set up and interview with them. How does that sound?”

Modified call to action:

FINAL TIP: The objections don’t stop with these three. What additional objections do you need to script and commit to memory? Create an objection management document for both marketing (and recruiting) objections. Each objection should have a 1- 3 sentence response for each and questions to support each rebuttal. Continue to review frequently and when applicable, collaborate with team members to strengthen your objection handling!