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Recruiting is a sales profession, which of course guarantees a high level of rejection. If you are to reach your potential as a recruiter, it is extremely important for you to realize that objections are actually buying signs or requests for more information.

If you are not overcoming three objections you are making customer service calls - not sales calls. Once you master the skills of overcoming objections your personal success will escalate and so will your income.

Objections are buying signs; they are a request for more information. When you realize this, objections become less intimidating and easier to handle. There is only one type of objection you can't overcome and that is silence.

If someone hangs up on you or rejects what you are saying you have to adapt the attitude, "So What – Now What?" or "Next." Every rejection or objection helps you get that much closer to someone who is going to say, "Yes"!

All objections fall into four categories: Price, Service, Personal and Postponement. It is much easier to effectively handle an objection when you learn what type of objection you are facing. For instance, if someone says "send me a resume", that is obviously a postponement objection. If you are asked to quote your rates, you are facing a price objection. A personal objection could be a complaint directed at you or the firm you represent. A service objection is easy to identify – have you ever heard the phrase "You people"?

Write down the twenty most common objections you hear, place them in one of the four categories and prepare your responses. It is very important to have your responses ready and well rehearsed. Make sure your responses come across very natural. Once you master the art of overcoming objections, you will experience a higher level of success.

Make sure your calls are not WWD (What We Do) calls. Whether you are speaking to a candidate or client, always address their WIIFM (What's In It For Me). When you address what is important to the other person, you will eventually earn the status of a Trusted Advisor. Recruiting has been, is and always will be a relationship building profession. Effectively addressing objections is just one step in the process.

Realize you are in a consultative sales profession and you will enjoy a higher level of success.

Let me share what I feel is the greatest contribution I've made to the Staffing and Recruiting Profession, www.happycandidates.com