

**By Barb Bruno, CPC, CTS**

It is incredible how many recruiters admit (when they are in one of my sessions at a conference) that they can't stand to be rejected. I always love the surprised look on their face when I tell them to "QUIT!"

- This is NOT the time to take rejection personally – it's business!
- This is NOT the time to be controlled by incoming vs. outgoing calls!
- This is NOT the time to be affected by objections – overcome them!
- This is NOT the time to be thin-skinned – use your sales skills!
- This is NOT the time to believe NO ONE is hiring – because they are!

Your job includes being rejected each and every day that you are in the Staffing and Recruiting Profession. That means you are talking to new people every day, not the same clients and candidates over and over again!

When clients or candidates say, "No" to you, you have to realize they are not rejecting you. They are rejecting what you said. If clients realized you could offer them access to a hidden market of top talent and save them time and money, they would utilize your services.

If candidates realized you have access to opportunities NOT advertised that represent their next logical career move and your process is 100% confidential, they would utilize your services.

When you talk to a client who is abrupt or short with you, often that is caused by stress or challenges they are facing. Timing is one of the most critical elements of sales and this person could become your best client if you continue to pursue their business. Your BEST client this year could be someone you have NOT talked to yet!

When a candidate tells you they are not interested in utilizing your services, often this response is easier than telling you they don't know or trust you! A subsequent contact could result in you representing their interests!

Top producers in our profession did not get there by always being accepted. Every NO is that much closer to a YES. Every rejection is an opportunity to overcome objections and enjoy the level of success you deserve.

- Contact your client prospects six times in nine weeks
- Send clients and prospects an article of interest and a list of your most placeable candidates (both direct, temp and contract) every other month
- Send every candidate you speak to a sampling of the jobs you are currently representing

- Send your entire candidate database an article of interest along with a sampling of current opportunities you are representing.

Rather than focusing on the level of rejection or objections, focus on the results you need each day to hit your goals. Remember getting rejected is part of what you do each day on your journey to top production!

**If you enjoy Barb's [Recruiter Training](#), sign up for her No BS Newsletter and receive two FREE training articles each month.**