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# OAESP ADVISOR

March 2011 - Volume 11 - Issue 3



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## *Breaking News for the Spring Workshop on April 11th*

As the early-bird discount draws near (it ends tomorrow 03/11) we want to give you another reason to travel to Columbus. We will be gathering together Sunday evening from 6 PM - 7:30 PM at the Manager's Reception to network with each other.

Please [register today](#) to get the best pricing (save \$45 per person) and make your plans to join us Sunday night.

## March Chapter Meetings

[Cincinnati Chapter Lunch Meeting 03/29](#)

[Cleveland Chapter Lunch Meeting 03/29](#)

[Columbus Chapter Lunch Meeting 03/30](#)

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614-846-1472

[Nancy Burson, CPC](#)  
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614-337-2629

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330-266-4172

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513-530-0909 x 28

[Catherine Reynolds,](#)  
[CPC](#)  
Columbus Chair  
614-885-8490

[Doug McKinney, CPC,](#)  
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## RSVP Required for All Meetings

### Customer Service Calls or Sales Calls

By: Barbara J. Bruno, CPC, CTS

[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.

We want to know...  
How do you keep  
your star  
performers?

[reply here](#)

## What the Experts Say ...

Check out the  
newest addition  
to our [website](#).

We are compiling  
some of our best  
articles from  
industry experts  
in one place for  
you to refer to  
and share with  
your associates.  
If you have an  
article for  
submission,  
please [send it to  
us!](#)

OAESP Associate  
Business Members



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](http://www.happycandidates.com)

... [Download/Print this Article](#)

## 2011 Spring Workshop on April 11th in Columbus

featuring Greg Doersching



Greg Doersching

Greg Doersching will be our Keynote speaker for the [2011 Spring Workshop](#). Greg will speak in the morning about C.H.E.E.S.E.! No, this has nothing to do with the fact that Greg is from Wisconsin! This is the C.H.E.E.S.E.

C - Cold Calling  
H - Habits  
E - Embracing Technology  
E - Economy of Motion  
S - Strategic Planning  
E - Exhibitionism

These are the 7 most important elements of recruiting that need to be mastered for the coming decade. Join Greg as he examines new strategies for Cold Calling; the 4 habits the "new age" recruiter needs to master; which technology you need to embrace and which do you need to ignore; how to have true economy of motion - getting the most value out of each and every move you make; develop highly strategic plans for you desk and each individual search; and finally - Exhibitionism - how to show off to clients what your really



doing for them, so they know your not just "pushing paper". Greg is widely acclaimed as one of the most innovative, down-to-earth, and entertaining trainers in the industry today. The principles he shares are creative and highly practical - you don't want to miss him.

In the afternoon we will have several breakout sessions. Greg will facilitate one of them. His breakout will be "We Want Our Money Back!" - A guide to recapture the lost fees of the past 2 years. It will be geared to owners/managers and anyone else who wants it.

For complete details & to register - [click here](#)

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