



Getting to Yes!

By Jim Stewart

Creativity and collaboration can help you get business that otherwise may have previously been beyond your reach.

How often have you encountered these standard sales objections?: “Your fees are too high!” “Our Human Resources staff does all the hiring.” “We’ve always done our own hiring.” “You don’t know enough about our business/needs to be of any assistance!” Chances are, if you’re not handling these objections effectively, the opportunity to do business with these companies is low to non-existent.

When these objections are put forward by your contacts, further probing and effective objection handling may uncover what they’re really saying (or in other words, what their real needs are). Once you get to your client’s *needs*, you’re well on your way to being able to offer more creative solutions to solve those needs. When you develop a deeper understanding of your client’s recruitment challenges, you begin to understand that what they may be *really* saying to you could be:

- “We’re swamped with resumes and have little or no time to review/evaluate them.”
- “There is pressure to fill this position immediately.”
- “There are too many unqualified candidates.”
- “I need to get back to running my business/department.”
- “We want to be actively involved in only some parts of the recruitment process.”

Your clients will agree that hiring the right people is a critical and time-consuming process. When it becomes evident that there is a business opportunity, but you don’t think you will get the full project, why not have the client complete the following questionnaire, which identifies the various steps involved in a successful recruitment project, and then package/price an unbundled solution/proposal? The client simply takes a few minutes to record the items they feel “Need Improvement” (NI), and those that “Take Too Much Time” (TTMT). A quality discussion, after the questionnaire has been completed, will identify who does which tasks and what the cost will be for each task performed by the staffing company.

TASK:	NI	TTMT	TASK:	NI	TTMT
1. Document a Job Description (duties)	<input type="checkbox"/>	<input type="checkbox"/>	9. Conduct ‘screen’ interviews	<input type="checkbox"/>	<input type="checkbox"/>
2. Create a Job Profile (Attributes)	<input type="checkbox"/>	<input type="checkbox"/>	10. Select Candidate(s) for a final interview	<input type="checkbox"/>	<input type="checkbox"/>
3. Describe the ‘IDEAL’ Candidate	<input type="checkbox"/>	<input type="checkbox"/>	11. Conduct Final Interview(s)	<input type="checkbox"/>	<input type="checkbox"/>
4. Write the Recruitment Ad	<input type="checkbox"/>	<input type="checkbox"/>	12. Test Final Candidate(s)	<input type="checkbox"/>	<input type="checkbox"/>
5. Research, Price & Place Ad	<input type="checkbox"/>	<input type="checkbox"/>	13. Perform Reference Check(s)	<input type="checkbox"/>	<input type="checkbox"/>
6. Develop Interview Questions	<input type="checkbox"/>	<input type="checkbox"/>	14. Process Offer Package:		
7. Create Candidate Evaluation Criteria	<input type="checkbox"/>	<input type="checkbox"/>	Prepare	<input type="checkbox"/>	<input type="checkbox"/>
8. Process Résumés:			Present	<input type="checkbox"/>	<input type="checkbox"/>
Receive	<input type="checkbox"/>	<input type="checkbox"/>	Negotiate	<input type="checkbox"/>	<input type="checkbox"/>
Review	<input type="checkbox"/>	<input type="checkbox"/>			
Evaluate	<input type="checkbox"/>	<input type="checkbox"/>			
Rank	<input type="checkbox"/>	<input type="checkbox"/>			
Acknowledge	<input type="checkbox"/>	<input type="checkbox"/>			

Too many times, business opportunities create “all or nothing” expectations. However, if you’ve done a good job of uncovering your clients’ real needs, chances are that by working collaboratively with those clients, you will come up with creative solutions and tasks that involve both parties, creating a win-win outcome! Isn’t that what business is all about?!