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!"* or *"Our Human Resources staff do all the hiring!" or "We've always done our own hiring"* or *"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 needs you're well on your way to being able to offer more creative solutions to solve your client's needs. By developing a deeper understanding of your client's recruitment challenges, what they may be really saying to you, could be,

- "We're swamped with resumes, and have little to 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 business, but you will not get the full project, why not have them 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 they ***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
1. Document a Job Description (duties)	❑	❑
2. Create a Job Profile (Attributes)	❑	❑
3. Describe the 'IDEAL' Candidate	❑	❑
4. Write the Recruitment Ad	❑	❑
5. Research, Price & Place Ad	❑	❑
6. Develop Interview Questions	❑	❑
7. Create Candidate Evaluation Criteria	❑	❑
8. Process Résumés		
Receive	❑	❑
Review	❑	❑
Evaluate	❑	❑
Rank	❑	❑
Acknowledge	❑	❑

Task	NI	TTMT
9. Conduct 'screen' interviews	❑	❑
10. Select Candidate(s) for a Final Interview	❑	❑
11. Conduct Final Interview(s)	❑	❑
12. Test Final Candidate(s)	❑	❑
13. Perform Reference Check(s)	❑	❑
14. Process Offer Package		
Prepare	❑	❑
Present	❑	❑
Negotiate	❑	❑

Too many times business opportunities create ‘all or nothing’ expectations. However, if a good job of uncovering client’s real needs has been done, chances are, through working collaboratively with your 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!

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