SCRIPTS, REBUTTALS & CLOSES for RECRUITERS

60-Minute Training with Bill Radin

How to Sell Your Ideas, Handle Objections & Make More Money
What We’ll Cover

- We’ll start with a brief introduction. I’ll define what a script is, how a script is designed and constructed and when you should use scripts.
- I’ll give dozens of specific, word-for-word examples of scripts, rebuttals and closes. In some cases, I’ll talk about how the script is designed, and why it works.
- Whenever possible, I’ll give you a variety of choices, since each script needs to match your situation and be consistent with your personality.
- Most—perhaps 75 percent—of the scripts, rebuttals and closes will be focused on the employer or hiring manager side of the business. The rest will be scripts that are used to present ideas, screen the candidate or handle candidate objections or concerns.
- Today’s presentation is sort of a “greatest hits” program that condenses a two-hour program into one hour. If you’re interested in the full two-hour program, I’ll be giving it as a two-part Webinar on October 7 and 8. So, check my Web site for details.
Introduction

- What’s a script?
  - A script is a carefully crafted word, phrase, sentence or question.
  - We all use scripts in our daily life; i.e., “Good night, I love you.”
  - The term “script” usually refers to a presentation.
  - A “rebuttal” is a scripted response to an objection or concern.
  - A “close” or “Pre-close” is a script designed to bring a decision to a successful conclusion, get a commitment or qualify a prospect.
  - Continuation devices such as “You think?” or “How do you mean?” are also scripted, and they can be very effective.
  - Scripts can be used in real-time dialogue or voice mail messages.

- When do you use scripts?
  - In any situation in which your choice of words will make a difference.
  - On a personal note, my production doubled when I began to use scripts. It was uncomfortable at first, but over time I saw the value.
Script Design and Construction

- Two script blueprints
  - Exact words
    - “I’m sorry, my candidate is buried in excellence at his current job and doesn’t have a resume. Why don’t we just set up an interview?”
    - “I see. So you’re married to your current job.”
  - Templates
    - “Let me explain how I work: My service is performed in three distinct, sequential phases, which I’ll describe briefly. The first phase ...”

- Tips for constructing effective scripts
  - Keep it short and simple
  - If it’s complicated, give them fair warning
  - Toastmaster’s rule: Tell them what you’re going to tell them
Two Types of Marketing Scripts

- “Service” presentation
  - Central feature: Your recruiting services
  - Primary success metric: Write a job order

- “MPC” presentation
  - Central feature: An appealing, placeable candidate
  - Success metric: Make a placement
  - Writing a job order is fallback position
“Service” Marketing Script

“Hi, I’m Bill Radin, and I’m an executive recruiter specializing in the medical device industry. I wanted to discuss something that’s important and could really impact your business; and I wondered if this was a good time to talk? It is? Great.

“We’ve done some market research and found that exceptional talent is in short supply and that companies are finding it increasingly difficult to compete for attention and capture the most productive and innovative people.

“I don’t know if you’re planning a proactive approach to hiring or if you’re waiting for the right market conditions to make a move. But in either case, my firm can be a pretty valuable resource when it comes to finding—and delivering—the top candidates in your market.
“Since I’m in the business of helping companies in our industry grow, I’d like to know if you’ve identified any critical weak links in your organization.

“Are there any functions that are holding back your company or that you’d like to see improved? And if so, what would I need to do in order to be considered as a resource?”

Advantages: Short; relatively easy to design and deliver
Disadvantages: Can sound “telemarkety”; it’s about you, not them
“Hi, I’m Bill Radin, and I’m an executive recruiter specializing in the medical device industry. Something very interesting happened and I felt compelled to bring it to your attention. Is this a good time to talk? It is? Great.

“This is not very complicated, but it needs a little explanation. In the course of a search I just completed, a sales manager who works for a direct competitor of yours came to my attention. What makes this individual special—and frankly, it’s the impetus for my call—is that he reorganized the sales channels for his company in such a way as to reduce costs, increase sales and grab market share.
“Here’s the really interesting part: In the last year alone, he added over $6 million in revenues.

“The problem is, he did all this work with hardly any support or resources. In fact, he had to drag his own company—kicking and screaming—to give him the authority to make the changes.

“The reason I thought you’d like to know all this if he can work his magic for a company that actually appreciates his talents—and supports his efforts—he could make a much greater impact.

“Is this someone you might want to talk to?”

Advantages: More interesting; potential benefits are obvious  
Disadvantages: Takes more time and skill to prepare and deliver; MPCs have a limited shelf life
Six Ways to Handle Objections

1. Ignore the objection
2. Use a rebuttal to
   - Undermine the objection
   - Present a better argument
   - Re-frame the argument
3. Ask a question
4. Paraphrase the customer’s concern
5. Restate the concern using a “feeling” word
   - Shows that you’re listening and test for understanding
   - Sets the stage to continue the dialogue
6. Change the mood or the subject
Objection: “We’re not hiring now.”

“Why don’t we just go ahead and schedule an interview? There’s no risk at all. If the person doesn’t meet your expectations or won’t significantly add to your bottom line, you’re under no obligation to hire him or pay a fee.” (Ignore)

(or)

“That may be true. But it’s also true that great leaps forward are never achieved by standing still.” (Rebuttal: Undermine the objection)

(or)

“You’ll just have to hope that your competitors also feel the same way, and won’t want to seize on an opportunity with unbelievable potential.” (Rebuttal: Present a better argument)

(or)

“That’s exactly why you should consider adding a top performer to your team. While your competitors are asleep at the wheel, you can quietly go about the business of gaining market share and building a profit center.” (Rebuttal: Reframe the argument)
Objection: “We’re not hiring now.”

“Have you considered the upside of replacing a low-performer who’s a liability with a high-achiever who’s an asset that can put money in your pocket?.” *(Ask a question)*

(or)

“So, if a high-talent individual falls out of the sky and could make your company a lot of money, your hands would be tied.” *(Paraphrase)*

(or)

“The thought of making room for a top performer would be too distracting at this time.” *(Restate using a “feeling” word)*

(or)

“I could certainly understand your position if we were talking about me.” *(Humor)*
Objection: “Your fee is too high!”

“So, why don’t you go ahead and give me the job specs and I’ll get started right away. You’ll be amazed at how quickly we can get the position filled.” (Ignore)

(or)

“I think you’ll find that we’re no more or no less expensive than any other recruiting firm that operates competently and with total professionalism.” (Rebuttal: Undermine the objection)

(or)

“It’s true—there’s a cost associated with my service. But that cost is more than offset when you consider how much money you’re losing every day from your company’s loss of productivity or inability to deliver to your customers.” (Rebuttal: Present a better argument)

(or)

“I guess it would all depend on whether it’s more prudent to put money under the mattress or make a one-time investment that would result in huge returns in a relatively short time frame.” (Rebuttal: Reframe the argument)
Objection: “Your fee is too high!”

“I’m curious: Are you concerned about the dollar amount of the fee, the percentage that we use to calculate it, or the cash flow? If it’s the cash flow, I can possibly offer an affordable payment schedule to spread out the cost.” (Ask a question)

(or)

“It’s a fact. Fees for highly skilled, professional services aren’t cheap.” (Paraphrase)

(or)

“You’re surprised there’s a difference in price from one professional service firm to the next.” (Restate using a “feeling” word)

(or)

“Yes, but if you amortize the fee over 100 years, you’ll find that the cost is only 27.3 cents a day.” (Humor)
Objection: “Your fee is too high!” (not my favorites)

“It’s like everything else in life: You get what you pay for. I’ll be happy to discount the fee if you’ll tell me which part of my service you want to give up.” *(Rebuttal that’s a bit strong)*

(or)

“Listen, I can either put people in through the front door or pull them out the back—it’s your choice.” *(Threat)*

(or)

“Hey, let’s not worry about the fee now; let’s concentrate on filling the position.” *(Fear of conflict or confrontation)*

(or)

“Tell you what: the first placement’s on me. If you like the quality of my work, we can figure something out later.” *(Cause for termination)*
Objection: “You need to work with HR.”

“You need to work with HR.”

“The problem is, they don’t feel the same sense of urgency as you, and they have other priorities and distractions. Don’t you think your needs would be better served by working with me directly?” (Rebuttal)

(or)

“That’s fine. Why don’t you go ahead and put me on hold and get HR on the line. Tell them you and I are going to be working together and that you’re amenable to my terms and conditions. “After you’ve cleared everything with HR, we’ll continue our conversation where we left off, and I can get to work right away and fill this position.” (Close)
Script: Test the Sense of Urgency

- **Don’t ask:**
  - “When do you need to fill the position?”
  - “How soon can you hire?”
  - “How long has the position been open?”

- **Do ask:**
  - “What would be the consequence of not filling the job?”
  - “How is this situation affecting your work or your life?”

- **Put the burden on the client to demonstrate urgency**
  - Will the hiring manager go to bat for you? (sign your contract, deal with HR, etc.)
  - Will the client take/return your calls?

*Tip: If you want it more than they do, you’re in trouble.*
Mini-Scripts for Job Orders

- To test the upper limit of the salary range
  “You said the top of the salary range was 85k. If I found a candidate who was perfectly qualified but was already earning 85k and needed 90k, should I not present the person?”

- When working with a “marginal” candidate
  “Mr. Employer, I’ve interviewed a person who has many of the critical skills and experience I believe you’re looking for. However, the person also has some limitations, which may or may not be important. Since we’re early in the selection process, I’d like to describe the person to you. If he’s a fit, great. If not, that’s okay, because it’ll calibrate my understanding of what’s required and the order of priorities.”

*Tip: Don’t over-qualify or under-qualify.*

*If you’re unsure, you can benchmark a candidate. But ONLY do it once and ONLY in the early stages of the search.*
Objection: “Just send the resume.”

“I’d rather just go ahead and get the interview scheduled. Would Tuesday or Wednesday be better for you?” (Ignore)

(or)

“He’s been with the same company for over five years and doesn’t have a current resume. I’d sure hate to turn off a qualified passive candidate by making him jump through a bunch of hoops.” (Rebuttal: Undermine the objection)

(or)

“I’ve met the candidate and have a much better sense of his accomplishments and how they relate to the problems you’re trying to solve. If for some reason you feel you need more information, I’d be happy to provide it.” (Rebuttal: Present a better argument)

(or)

“Remember how you told me that you’ve looked at over 50 resumes so far and haven’t interviewed a single candidate? Clearly, the resume submission process is broken, and if you’ll just trust my judgment, we can get this position filled.” (Rebuttal: Reframe the argument)
Objection: “Just send the resume.”

“I’m curious: What do you need to know that I haven’t told you?” (Ask a question)

(or)

“You want to see the resume to make sure this person has the skill set and experience to do the job.” (Paraphrase)

(or)

“You’ve felt disappointed in the past by candidates who didn’t meet your expectations.” (Restate using a “feeling” word)

(or)

“I’m sorry, but my boss’ shiitzu ate my Blackberry and I can’t get in to see the vet until tomorrow. Let me go ahead and tell you about the candidate and set up a tentative interview date, and as soon as I get my Blackberry cleaned up and treated for heart worms, I’ll email the resume.” (Humor or change the subject)
Mini-Scripts for Closing the Employer

- When pushing for an offer decision
  - “Mr. Employer, now that you’ve interviewed 3 candidates, have you decided which way you want to go?” (or) “Of the 3 people you’ve interviewed, how would you rank them?”
  - “Is there any reason we can’t go ahead and generate an offer and get the candidate on board?” (or) “When would you like the person to start?”
  - “I think your choice of John Jones is a good one. Would you like me to go ahead and check his references and verify his degree?”
  - “Before we make an offer, let me check with the candidate. If he’s in a position to accept, I recommend we move forward and get this thing wrapped up. If there are any loose ends, I’ll report back and we can make the appropriate adjustments before we extend the offer.”

- When dealing with an indecisive candidate
  - “Mr. Employer, I’ve spoken with the candidate and I don’t get the sense he’s ready at this precise moment to make a commitment. If you want to make an offer, that’s your call. But I would recommend that we withhold the offer for a couple of days (max), until he’s given us the green light and he can say ‘yes.’ What would you like to do?”
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60-Minute Webinar with Bill Radin

Part Two: Active and Passive Candidates
Two Basic Recruiting Scripts

- "Agent" script
  - Central feature: the recruiter/candidate relationship

- "Job" script
  - Central feature: the job opportunity
Sample “Agent” Script

“Hi, I’m Bill Radin, and I’m a recruiter specializing in the medical software industry. Is this a good time to talk? Great.

“I’m not calling about a specific job, because I don’t really know you. Instead, I’d like to learn about your career interests and what sort of position would be appealing if you were to take the next step.

“That way, I can act as your agent in the job market, and when something comes up that’s a fit, I can contact you immediately and give you a competitive advantage. Would that be of interest to you?”

Advantages: Short; easy to deliver; high conversion rate
Disadvantages: Not accepted by higher level candidates; limits referrals
The “Job” Script has 3 Variations

- “Job posting” (won’t discuss)
  - Paraphrases the job description (template)
- “Sound bite”
  - Presents an appealing characteristic or the job, hiring manager, team or company
- “Situation”
  - Tells a story or paints a word picture about the problem or situation facing the hiring company
How to Construct “Sound Bites”

- Compile features of the job or company...
  - Fortune 500; highly visible
  - Great bonus and retirement benefits
  - Exciting, state of the art technology
  - Company located within walking distance

- ...and convert them to benefits
  - Elevates your self-esteem and status among peers
  - Helps guarantee your children’s college needs
  - Training you receive will expand your career options
  - Walking to work will improve your health and family happiness

Q: Which sound bite has the most impact?
A: The one that most directly addresses the candidate’s hot button
Example of a “Situation” Script

“Hi, my name is Bill Radin, and I work as a recruiter specializing in the medical software industry. I’m currently working on a very interesting management assignment I’d like to discuss with you. Is this a good time to talk? Great.

“The job is with a well-known company that designs and manufactures products that are currently sold directly to customers. Recently, they made the decision to switch to a stocking distributor model and they need to start with their territory in New England, which has currently has an annual sales volume of over $75 million.
“But before they formally raise the curtain on this new system, they want everything scripted, rehearsed and ready to go. Otherwise, they might confuse their customers, lose continuity and potentially lose sales.

“If we can find the right person to work behind the scenes before it’s show time, they’ll be able make a smooth transition.

“Best of all, they plan on giving the person they hire to orchestrate this new setup a generous bonus and commission override, based on how quickly and efficiently they make the transition.

“Is this a situation you might be interested in?”

*Advantages: More interesting, shows consulting side of your business
Disadvantages: Takes more time and effort to design and deliver*
Storyboarding a “Situation” Script

- **Setup**
  - Who you are, why you’re calling, test for acceptance

- **Problem**
  - Describe the situation and its ramifications

- **Solution**
  - Explain how the right candidate can help the client and how that person might be rewarded

- **Call to action**
  - Ask if the candidate wants to take the next step or continue the conversation

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“Situation” Script Pros and Cons

**Advantages**
- Inherently more interesting, more unique
- Has greater “staying” power
- Casts the recruiter in the role of consultant
- Suggests a higher level of urgency
- Storyline and tension stimulates a greater number of referrals

**Disadvantages**
- Requires more information to write the script
- Takes a bit longer to deliver
- Less effective with mid-level or “commodity” candidates
Objection: “You’re the tenth recruiter to call me this week!”

“Really? That’s cool. Listen, I want to talk to you about a really incredible job with a Fortune 500 company that involves foreign travel, upward mobility and a fantastic upside potential. In fact, you could probably double your income your first year.” (Ignore)

(or)

“That may be, but I’m the only recruiter in our niche market who represents the top one percent of the job opportunities—jobs that are only available to an exclusive tier of industry talent. Maybe you’re in that tier; and if so, it’ll be a huge career advantage for you to work with me.” (Rebuttal)
Concern: “I need a 25% salary increase.”

(Ignoring is not an option)

“In the current job market, even the top people are getting 5 percent—and they’re the lucky ones. Given that reality, do think your expectations might be slightly out of whack?” (Rebuttal)

(or)

“Think about it. Wouldn’t it be a bit short-sighted to let a few dollars stand in the way of an opportunity that would accelerate your career, give you a leadership role and put you front and center in a new technology?” (Rebuttal)

(or)

“On the face of it, that sounds like a pretty aggressive goal. Is there something I’ve missed, in terms of a performance review that’s in the works? Or are you currently being considered for a job you haven’t told me about?” (Ask a question)
Concern: “I need a 25% salary increase.”

“That’s fine. But help me out, please. What do you think I should say to the employer that would justify an increase of this size?” (Ask a question)

(or)

“So, you’re currently at $80,000 and you’ll need $100,000 in order to consider accepting a position with another company.” (Paraphrase)

(or)

“You must feel totally unappreciated by your current boss.” (Restate using a ‘feeling’ word)

(or)

“Okay, no problem. I take it you’re cool with getting paid in Bolivian currency.” (Change the mood)
Objection: “I’m happy where I am.”

“I understand how you feel. Many of the people I’ve placed felt that way initially. But once they got away from their cubicle and saw their true potential in the market, they moved on to new and exciting opportunities.” (Ignore)

(or)

“That’s exactly why it makes sense to test the waters: You’ll never be in a better position of strength in the market, and have nothing to lose.” (Rebuttal)

(or)

“Can you think of any circumstance in which you might be receptive to looking at another opportunity?” (Ask a question)

(or)

“You’d feel guilty if you were to consider leaving your current company, and would feel like a traitor if you were found out.” (Two feeling words)
Step 3: Pre-Closing

For best results, ask the “Six magic questions”

1. “Let’s suppose we arranged an interview for next Tuesday. Could you make yourself available?”

2. “Can you think of any reason why you couldn’t quit your job and go to work for my client company by the end of next month?”

3. “Can you tell me about your interviewing activity over the last 60 or 90 days?” If active: “Have you made a decision or a commitment?”
4. “Do you have anything in the works or pending right now, such as interviews or resumes on file?”

5. “How many opportunities will you need to look at before you can make a decision?”

6. “Let’s suppose we made you an offer, and in good faith you accepted and went back to your company to resign and they offered you more money to stay. What would you tell them?”
Closing the Candidate

- Ask the question: “Do you want the job?”
  - If the answer is no, find out why and what you need to do in order to satisfy any concerns.
  - If the answer is “Yes,” ask:
    - “What salary would you need in order to accept my client’s offer and give notice to your current employer?” (bottom lines)
    - “So, if I can get you $90k, I can accept on your behalf.”
    - “If I can’t get you $90k, but can only get you $89k, I should tell them you’re not interested.”
    - “Are there any concerns you need to resolve or questions you need answered before you can accept the offer?” (porcupines)
    - “I’m going to see if I can get a verbal offer, which I’ll extend to you. After you accept it, you’ll receive a letter of acceptance, which you’ll need to sign and send back to the company. Are you ready to move forward?”

Tip: Never present an offer before you ask: “Has anything changed?”
Resignation Prep Saves Placements

- The “three phases” discussion diffuses a counteroffer attempt and frames the employer’s attempt to keep the candidate
- The three phases are
  - First, they’ll be in shock
  - Then, they’ll probe
  - Finally, they’ll try to make an adjustment to try and keep you
- “How do you feel, mentally and emotionally?”

Bill’s law of foreshadowing: Any time there’s a disaster, you can always recall the precise moment in time that you felt something was wrong, but chose to ignore it.

So, pay attention to your intuition.
Reminder and Discount Opportunity

- Today’s presentation is a “greatest hits” program that condenses a two-hour program into one hour. If you’re interested in the full two-hour program, I’ll be giving it as a two-part Webinar on October 7 and 8. So, check my Web site at www.billradin.com for details.

- Receive a 25% discount on all my training products. Simply go to my shopping cart, type in “Summit” in the coupon code box and press “apply” to receive the discount. Offer expires October 1, so hurry!