



## MONDAY'S TOP TIP!

### Employer Engagement by phone strategies

By Audrey Bodman



Good morning,

I have a question for you:

**How do you respond when someone says they don't need to advertise vacancies as they normally find people via friends and family?**

Here are 4 simple steps you can take to handle this objection.

#### **Step 1: Acknowledge the objection**

When you don't acknowledge what has been said, it suggests you haven't been listening.

It also gives the impression that you are only interested in what *you* want to get out of the call.

Instead of ignoring the objection, it's important that you acknowledge it, and prove that you are listening.

Here's an example:

"It's good to know that you're able to fill your vacancies with the help of family and friends. It's one of the best ways of recruiting, and of course there's no cost either."

#### **Step 2: Ask questions**

To better understand the current situation, you *must* ask questions and **pay close attention** to the answers.

Doing this will give you more insight into the validity of the objection.

Here's an example of a question you might ask:

*"A number of employers we work with do rely on family and friends, however they've still benefited greatly from using an employment service like ours that doesn't charge a fee. Often they find it helps speed up the recruitment process. Have you ever used a service like this as a back up before?"*

### **Step 3: Share relevant information**

When sharing information you should **always** refer back to the exact words, phrases and information your contact has shared.

Not only will this help them to understand the benefits to them and their situation, it further proves you are listening and keen to help.

Here's an example:

*"You mentioned that you've never used a service like this before and are looking to recruit again in a few months' time. While I'm sure you'll get help from family and friends in finding applicants, having more choice is always a good thing! I've one particular person in mind who I know would be a great fit for this role. [Go on to share relevant information about your customer]"*

### **Step 4: Get commitment and/or close the call**

To round off, you should aim to get commitment from your contact and close the call.

Here are a few ways you can do that:

*"Would you be open to taking a look at their CV to see if their a good fit?"*

[Wait for response – this is a close ended question, you simply want a YES or NO]

*"Great! I'll send it over shortly via email. When would be a good time to call back and get your feedback on it?"*

[Wait for their response]

OR:

*"Would you be open to meeting Steve in the first instance? If nothing else it will give you an opportunity to meet him and see what he's like."*

"Great! **When** would you be free to meet Steve?" [Wait for response]

The above 4 steps are extremely important for successfully dealing with objections.

You'll find, in following them, that contacts stay on the phone for longer and share more information with you.

Winner!

Before I leave you to your week, **do you have a question you'd like answered in my next email?**

If so, please send them my way.

And remember, there's no such thing as a 'stupid' or 'silly' question. It's likely that many people have the same question as you and would benefit from an answer too!

Speak soon,

Audrey

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