



**Handling Client Questions and Objections**

Alternative Staffing Alliance  
Presented by Colleen Francis

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**Why do objections happen?**

- Selling to the wrong decision maker
- Mismatch between objective, measures and values
- Prospect is nervous
- Your pipeline is dry
- Your reputation (or lack thereof!)
- Prospect having doubts
- Prospect requiring further information
- Prospect needing reassurance on certain points



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**Most common objections**

- Discriminating comments and assumptions about working with our job candidate
- We are doing layoffs, business is bad,
- We're in no position to add staff, we are barely staying open
- We already use XYZ staffing and are happy with them
- We can't afford your rates, we can only afford to pay someone minimum wage
- Using temps is just not the way that we do business - we hire our own people
- We do not have enough money in our budget to use temps
- We are on a hiring freeze - vacant positions are not being filled
- Using temp agencies is too expensive compared to hiring our own



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## Being prepared to handle objections

1. Pre-empt the objection
2. Improve your mindset
  - Consider the objection as a simple question not as a threat
  - Don't blame the prospect
  - What objection do you believe?
3. Respond immediately!
  - This is your opportunity to open the dialogue and receive more information.
4. Start with a question



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## Ongoing Homework

- What objections do you hear most often?
- Can they be addressed during the qualification?
- Do you have a client who can be a case study to show why the objection is a benefit or advantage?
- What is your best response and how is that working?



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## Objection Handling = Answering Questions

Style is as important as substance



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### We don't use temps



1. **Stop!**
2. **Empathize:** *I can see why you might think using temps is an inconvenience*
3. **Listen:** *What in particular are you most concerned about?*
  - *How do you handle short term projects?*

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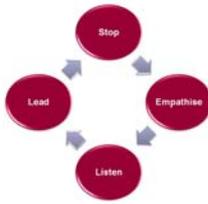
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### We don't use temps



4. **Lead: (Yes)** *If we can show you how this will benefit you over time would you consider temps?*
5. **Lead (No):** *Oh. Really? What else is there?*

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### My suppliers are great

- **Stop!**
- **Empathize:** *I'm glad you have a good relationship with your supplier.*
- **Listen:** *How do they handle your... (something you do that the competition does not).*
  - **Listen:** *What is one thing you would like to see changed or improved?*
  - **Listen:** *If we can offer you that, are you interested in learning more?*

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### *We are already have a supplier*

- **Stop!:** Oh
- **Empathize:** That's OK. Most of our clients were in a contract with (X) when we started their new project.
- **Listen:** Who do you call if X can't find you the right resource?
  - What is one thing you would like to see changed or improved?
- **Lead:** Do you complete an annual review of your suppliers?
  - Yes: Great...When can we meet to be a part of that process
  - No: Is there anything else is stopping you from wanting to move forward?



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### *You have to speak with my...*

- Thanks for referring me to... I will be sure to give Bob a call today
- In my experience working with other (X industries) as the VP you will want to be kept up to date and probably final approval on what (name) and I are working on
  - Client: YES! (97% they say yes! enthusiastically...)
- Great. So, how about you and I agree to stay in touch periodically so that you are kept up to date and we can make sure that (name) and I are on track with your objectives



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### *I'm concerned about your employees*

- Silence
- You are smart to be concerned about your workplace
- What are you most concerned about?
  - Have you also thought about X?
  - What proof would you like to see from us that we can handle your work effectively?
- So, if I can put you in touch with 2 other banking clients that successfully integrated our workers are you willing to move forward?



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## You're too expensive!



- **Stop!**
- **Empathize:** Thanks for being honest with me about that.
- **Listen:** What were you expecting to invest?
  - Is that the only amount funded for this project?
  - Where did that number come from?
  - Have you considered the ROI...?
- **Lead:** Is price the only thing stopping us from moving ahead?

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## We are on a hiring freeze



- **Stop!**
- **Empathize:** I'm sorry to hear that. Thanks for letting me know
- **Listen:** Does that mean there is never a chance this year that we can meet?
  - How long do you anticipate this freeze to last?
  - How long has this been going on?
- **Lead:** What are you doing about last minute sick leaves, or maternity replacements?

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## The Golden bullet!

- Knowing that we only place... does that mean there is never a chance we will do business?
- Is the 24/7 on call the only thing stopping us from doing business together?
  - So without the 24/7 you will not be able to move ahead?



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- Them: I have to take this to my executive
  - You: *Executive?*
- Them: I have a contract with Adecco
  - You: *Contract?*
- Them: Using temp agencies is too expensive
  - You: *Too expensive?*
- Them: Business is bad
  - You: *Bad?*



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### Take ownership of the problem

- What am I doing to provoke objections?
- Am I prospecting every day?
- What are my most common objections?
- What are my responses?
- Practice.... Practice.... Practice
- What are my results?



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### Keys to remember

1. Keep your sales funnel full!
2. Bring up objections first if possible
3. Have a testimonial to back up your claim
4. Ask at least 1 question before you answer
5. Treat them as conversations not threats
6. Make sure it's the only hurdle before you propose a solution



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## Stay in Touch!

- [www.EngageSelling.com](http://www.EngageSelling.com)
- [www.HonestySells.com](http://www.HonestySells.com)
- Home Action Kit! [www.EngageSelling.com/study](http://www.EngageSelling.com/study)
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