



# Overcoming Objections

**Question**

**Empathise**

**Confirm**

**Sell**

**Check**

Question – what they are telling you, WHY,  
e.g. You don't use agencies – and why is that?

Empathise – this is different to sympathy, you are not agreeing, but appreciating their point of view

It sounds like you were perhaps not getting the service you should have done for the rates you were paying.

Confirm – that you understand their objection

I understand why your recent experience would put you off using another agency.

Sell – the benefits once you have understood the issue

Check - You have overcome the objection.

Is pricing your main concern at the moment?

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