



If You're Selling, You're Doing It All Wrong—Focus on What You Control

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 American Staffing Association

John Ruffini
Vice President, Professional Development
HealthTrust Workforce Solutions



Agenda

- Recruiting
- Control
- Objections
- Suggesting Action
- The Keys to the Close
- Summary
- Q&A



What is Recruiting?

- Sales
- Delivering the Candidate/Job
- Purveyors of Information



What Can We Control?

Two Things:

- **Time**
 - Is what you are doing right now the best use of your time?
- **Information**
 - What do you need?
 - Where do you get it?
 - How and when do you use it?

Without proper information, we have no right providing solutions.



Handling Objections

Four-Step Strategy:

- **Acknowledge**
- **Clarify**
- **Solve**
 - You have to "earn the right" to solve (by asking questions and getting information)
- **Close**
 - Suggest Action (don't ask for permission)
 - "Based on...I suggest...."
 - "Based on...I recommend...."



The Keys to the Close

- Know them, and deals close themselves
- Don't know them, and you will be selling
- Nothing is more powerful than a person's own words

What are they?



The Keys to the Close

Always be current with the following:

- Original motivation for making a move/change
- Current compensation package (total)
- Desired compensation package (know the walk away point)
- Other market activity
- Counter offer
- Availability/start date

When Do We Get This Information?



Summary

- Recruiting is Selling
- Time and Information
- Without Information, We Have No Right
- Handling Objections
- Suggesting Action
- Know the Keys to the Close

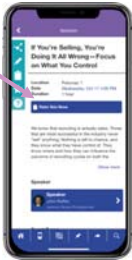




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A smartphone screen showing an app interface. The screen displays a workshop title "If You're Staffing, You're Doing It All Wrong - Focus on What You Control" and a "Rate This Now" button. A pink arrow points to the button.

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