

ANSWERING OBJECTIONS

The better you are able to answer these questions, the more likely it is for you to send them a link and the more links you send, the more QR you'll get. How you answer these questions is very important - this is where the "sale" of recruiting happens. Answer these objections this way and your QR will increase.

MINDSET/TIPS

- 1. REMEMBER:** What we do, this first call, is really the **approach** in the cycle of sales. Our main goal is to get them to watch the video. The video is like the demo - where they learn more about the opportunity, to start to form an opinion to make an informed decision. We are weeding out, **definite unqualified candidates. For me, "when in doubt send it out"** because the video does a great job of weeding out unqualified candidates. During the 2nd and 3rd interviews - that is when your Hiring Director or your Market/Regional Director will weed candidates out and really dive in, ask questions/answer questions to see if they are a fit.
- 2. YOUR CONFIDENCE IS THEIR CONFIDENCE:** For those of you who are new, I will give you a blanket statement to say to ALL objections. Get confident in saying that. One way to exude confidence is to speak **LOW and SLOW**. Make pauses- the faster you talk, the more people want to interject. **Another is to read/listen to agent testimonials or hop on the Agency calls!!**
- 3. USE A BIG BUYING ATMOSPHERE:** Not sure if this is for you, but it makes sense to watch the video to make a good informed decision.
- 4.** Most of the time - you want to **follow up every objection with a question**. Put it back on them.
- 5.** You can NEVER say the RIGHT thing to the WRONG person, or the WRONG thing to the RIGHT person. If they are meant to be here, they will be. **Take the pressure off of yourself and onto the system.** For every **4-5 links you send out**, you'll get 1 QR back. If this is not the case for you - pay attention, this is going to help you get back more QR.

If you are NEW - within your first 3-4 months please use this to answer to ANY objection. To be honest, this is my go to answer for everyone's first

question 90% of the time.

1. Go to objection: **That's a great question, you're in luck, the next step in our process is sending a Career Overview video. It's 40 mins long and is designed to answer a lot of questions. Most importantly, it touches on our culture, growth and income potential and gives you more details about the position. Let me send that to you in an email. IF your question is not answered in the video, our Hiring Director will answer that question during the first formal interview." AND IT WORKS.**

-Sometimes answering ONE question can lead you down a rabbit hole of answering multiple questions, that you may or may not know the answers too. It takes up time etc and our video will answer the majority of questions - if not, it will be answered during the first formal interview.

Here are the main questions I have been getting recently:

1. **Right away in the beginning** - what is this position? What is the company? Can you tell me a little bit about the position? I can't remember what I applied for.
 - First, restate the job title and the company name that appears on your platform. Then go straight into - great, so I don't want to take up to much of your time...
 - **If they are persistent and ask another question like...**can you tell me a little bit about what this entails...
 - Totally, in fact the next step in our interview process is sending you a **career overview video**. It's 40 mins long and does a great job of answering questions. Most importantly it will give more details about the company. Do you mind if I ask you a few questions first? Perfect.
 - **OR if you feel this is more appropriate:** We work in a niche market in the insurance industry and work in the B2B market. We build relationships with the owners/HR directors/General Managers to then provide a benefit for the employees. Do you mind if I ask you a few questions to see if it makes sense for us to move to the next step in the process?
2. When I say **"Tell me a little bit about yourself and what has you looking for a new position"** and they respond with..."**ah what would you like to know?"** Or **"Don't you have my resume in front of you?"**

- Yeah, could you tell me a little bit about what makes you, you & maybe bring your resume to life?
 - I sure do! Could you tell me a little bit about what makes you, you & bring your resume to life?
3. **Where are you located?** – Our regional office is located in Bloomington, MN right behind the Mall of America. Have you ever been? I recommend coming in the summer :) Our local office is in (wherever you're MD/RD's office is) and we are looking for a local agent in (ad location).
 4. **Is this insurance?** Yes, but not like you know. We work in a niche market, B2B. Our (state the title) build relationships with owners, HR directors and general managers to then work with the employees to provide benefits. Why don't we do this, the next step in our process is a career overview video... How does that sound?
 5. **Do you provide leads or do I need to pay for leads?** Great question, we have a CRM (customer relations management) system in place that incorporates Salesforce and Data Axel Genie, so that when you walk into a business you will have more than enough information to be professional. During our in depth Sales Academy, we also teach how to get referrals from businesses suppliers, competitors, etc so that you're able to stay as busy as possible.
 6. Is this a **commission position**? Ultimately, yes. However, we have a guarantee program in place that helps when you are learning the products and presentation. On average, people make \$78,000 during their first year and after 3 years are over six figures. Now, that is average, like a C student. Do you tend to do above average in most things in life? Yes. Great! You will be here too. Is that a deal breaker for you? Would you like to hear more information?
**Please check to make sure your MD/RD offers the guarantee pay. If they do not, omit the guarantee part.
 7. Is this a **1099 position**? Yes. Have you worked as an independent contractor before?
 8. Is there an **office** in (city) or is this a **remote** position? This is not a remote position or we do not have an office in (city). You will have a home office, but primarily will be in your territory meeting with clients face to face. How do you feel you do in this type of environment?
 9. Is this **door to door sales**? No, our (insert job title) works with businesses. They build relationships with owners, HR Directors, General Managers to then work with employees and provide a benefit. Would building relationships with businesses in the community be something that interests you? Great! Move onto the next question...
 10. **At the end** – I'm not sure if this is the right fit for me or they waver on one of the objections...

- Hey, me either! Why don't I do this, why don't I send you this career overview video - it does a great job...that way you'll at least know what you are saying no too. How does that sound?
 - To my surprise, some people will fill out the questionnaire, because it is completely different from what they thought it was.
11. **IF they ask a question that you DO NOT know the answer to** - tell them you do not know the answer and that they should write that answer down and ask the hiring director.
 12. Asking questions about the specific company they applied to: "I'm glad you asked, Transparent is our parent agency. We are an office within Transparent. We sell Family Heritage products and Globe Life owns Family Heritage."
 13. **Health Benefits** - "Great question. We do not offer health insurance. However, our Sales Professionals have the opportunity each month to earn \$500-\$5,000 in bonus cash each month. Some use this to put towards obtaining health insurance. Is this a deal breaker for you?"
 14. **IF someone asks you more than 2-3 questions** - Keep repeating that those questions will be answered in the videos and if they are not, the Hiring Director will answer them. Tell them - **these are great questions, however I am not qualified to answer them.** My job is strictly to get a feel for what you are looking for in a company and to see if your skill set and communication skills fit what we are looking for to move you forward in the process. The next step...

What other questions do you get on a regular basis, either during the initial phone conversation or during follow-up calls?