Spot Recruitment

Contents

Identifying the Need

CRST Home Solutions' Territory Field Recruiters will be responsible for the bulk of new service company recruitment. However, there are times when there will be an immediate need that must be filled more quickly than a formal recruitment request can be processed. In these situations, the Market Manager is uniquely positioned to meet this need. Market Managers have local knowledge about area and any area specific requirements for the new service company.

Recruitment Needs:

- **New Client or Campaign Launch -** When CRST Home Solutions launches a new client, or a new campaign with an existing client, it may be necessary to bring new service companies onboard or get existing companies to take on new work or geographic areas. Reasons for recruitment in this scenario include need to increase coverage to support the new work in the geographic areas, and the need for service providers with specific skill sets, equipment, or availability.
- **New Market -** When an CRST Home Solutions client expands into a new geographic area, we may need to recruit service companies to establish or increase network coverage in the new area.
- **New Service Type -** When a client awards CRST Home Solutions a new service type that our existing network providers do not handle, we may need to recruit service companies with specific skill sets, equipment, or availability to perform the services the client sells.
- **Store Primary Model -** The Store Primary model is a coverage model in which a specific service company is designated to perform the majority of the client's work for a given location. When a new client launches, an existing client want to switch to a store primary model, or if an existing service company leaves/is removed from their position as store primary; it is necessary to recruit service companies to meet the client needs and cover the geographical area.
- **Loss of Existing Coverage -** When an existing service company leaves or is removed from the CRST Home Solutions network, it may be necessary to recruit new service companies to maintain or increase the coverage in a specific geographical region.
- **Emergency Job Coverage -** If we have searched all possible options in our network and we do not have coverage for a job, that might lead to a spot recruitment effort. We might be without coverage for a variety of reasons including a new market that we don't have a primary for yet or if we have lost coverage in that area.

Locating New Leads

As you begin the recruitment process, you will look for companies that to do the type of work we need covered in the geographic area where the need exists.

A lead is a company that we identify as a potential service company through searches (existing companies in SMT or companies you located externally), but you have not yet contacted about the current recruitment effort or has not confirmed their interest. You will use existing SMT records and external sites to identify new leads.

The steps necessary to finding and creating new leads are:

1. Understanding the requirements of the recruitment effort:
2. Identifying leads from either existing companies or outside searches.
3. Making first contact (cold calls) with the leads you have identified.

Understanding Recruitment Requirements

Before beginning any recruitment effort, be sure that you are clear on which client and store(s)/location(s) you need to recruit for. Be aware of any known challenges in the area that may have surfaced during previous recruitment efforts. Although you may not discuss all of these on the first contact with the lead, you should also know and be prepared to answer questions about the following requirements, in case the service company asks:

- Expected volume – this will help you find a company with the correct amount of staffing/availability.
- Any client-specific requirements (e.g., specific experience, updates, processes, drive distance)
- Vehicle standards
- Dress standards
- Skill
- Crew size
- Availability
- Equipment/tools

When a recruitment need is identified, you should also compile information about the anticipated volume and revenue for the position. Review and understand this information before making cold calls so you can use it in your pitch to the service company.

Checking SMT for Leads

When trying to fill a recruitment need, start by identifying active companies (from SMT) and contact them about possibly covering the new area/store/program. Review companies in “Active” or “Provisional” status in SMT. We will also search existing leads – those that were contacted by recruitment in the past and are either in process or were not a good fit at that time. Situations are always changing, and the company may be a good fit for the new need.

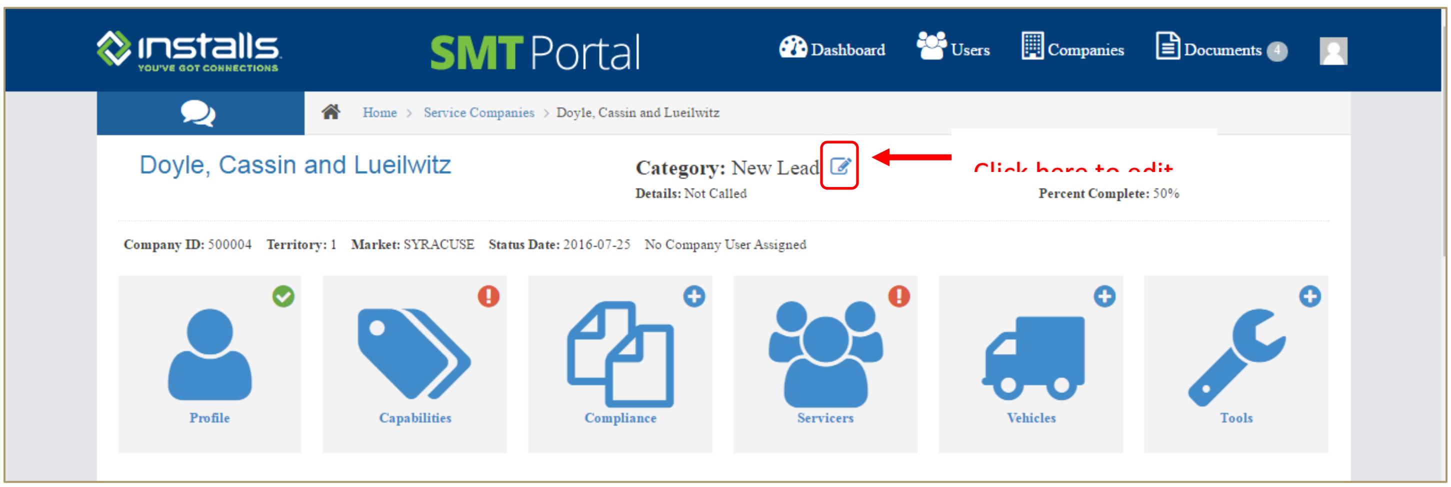
We can use companies in all Categories in SMT, excepting Dead Lead – Requested No Contact. If is in another Dead Lead category, we will flag the company in SMT and reach out to that company.

We suggest searching by Market – these are CRST DMAs, get as close as possible for client-specific markets, e.g. Lowe's. **If you have too many possibilities, limit the search by Capability and/or Category**. Once you have a list of possible leads, review their accounts in SMT for notes for any indication, positive or negative, of the servicers qualifications meet your current need.

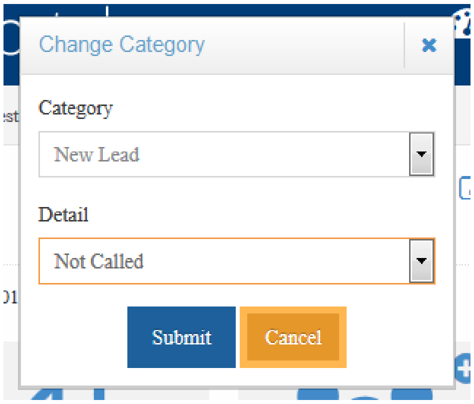
Flagging Inactive Companies for Recruitment

Flag all prospects that are not in Active status in DOLI by updating the Category. This allows you to easily find the records later when you are ready to make calls to leads.

1. Navigate to the service company's homepage.
2. Click on **Edit** symbol next to the Category at the top of the page.



3. In the pop-up box, choose the **New Lead** from the drop down.
4. Choose the **Not Called** from the drop down.
5. Click **Submit** to save your changes.



Searching Externally for New Leads

After you have contacted any existing companies and/or leads in SMT, you will begin searching externally for leads. Start by searching keywords on websites that refer or direct you to installation companies. We will provide a list of possible search sites and keywords. We should adjust where we search as needed to yield higher results.

Additionally, use your local resources. Reach out to providers in the area or ask your existing companies for referral information. Speak with stores to see who they have worked with in the past and check local classified ads (pay attention to providers listed as insured and/or licensed).

Creating New Leads in SMT

As you identify new external leads, create new SMT companies for each company that isn't already entered into SMT so you can easily find the records later when you are ready to make calls to leads.

1. Always check to be sure that the company does not have a pre-existing SMT record. Do not create duplicate records; if a record already exists for the company, update it.
   a. Search by multiple criteria, such as phone number, email address, company name, and contact name. Companies may change their information but have already spoken to us in the past. We can confirm and update these files in SMT to match the new information.
2. Go to **Companies** page in SMT and use the **+ New Company** button to enter the new company.
   a. Fill in as much information as you have about the company. For any required fields that you do not have information for, enter "TBD" and come back to those fields once speaking to the provider.
3. Update **Category** in SMT to "**New Lead**"

First Contact

Once you have identified a lead you want to contact, prepare to make cold calls to the companies. Be sure to call at a time that falls within regular business hours for the time zone in which the company resides.

The intention of the initial call is to:

1. Confirm that the service company does the type of work we are recruiting for.
2. Introduce yourself and CRST Home Solutions to the service company.
3. Identify and attempt to make contact with a person at the company who is authorized to make business decisions.
4. Introduce the client and work type.
5. Give an estimate of the expected volume to gauge the company's capabilities.
6. Discuss benefits of CRST Home Solutions Network and how we can help their business.
    a. Direct business with no advertising, sales, etc.
    b. CRST handle many customer and client interactions – so no new office staff
    c. Weekly, direct payments
    d. Supplemental volume to help with slow times, but works on the service company's schedule
    e. Only discuss rates if asked. Discuss in terms of the overview; avoid discussions of per-SKU rates.
7. Gauge the service company's interest.
8. Confirm a follow-up date with the service company
9. Document the call in SMT – Even if we receive a refusal, we can keep the company on file for later use.
    a. Use the Communication tool in SMT
        i. Fill out all field
        ii. Document the Follow-Up date
        iii. Type your email in the **Notes** field.
        iv. Send the servicer a follow-up email if you have their address – you can do so from SMT by choosing "Yes" for Email Communication and typing your email in the "Notes" field.
10. If you do not get to all the topics above on the first call, plan to include them in the next follow-up call.
11. If the company expresses interest in joining our network, update the **Category** in SMT to "**Warm Lead – Follow-up Scheduled**."

On the initial call, you need to *sell the idea of working with CRST Home Solutions*. Service companies often push back or state that they are not interested in working with CRST Home Solutions for the rates that we offer. <u>It is important that you use the initial call to help the contact understand that they would be responsible **only** for the service piece of the transaction</u>; there is no inventory to manage, and no product, sales, or marketing associated with the work – only the service (pick-up, delivery, installation/set-up, haul-away).

When service companies ask about rates, it is important to emphasize that orders often include multiple SKUs, and **focus on the longer-term volume, rather than the rate per SKU**. The potential volume and revenue overview you compile will include realistic examples of jobs we typically see from the client/location. DO NOT default to sending out sample rate sheets, as they give isolated examples of single SKU pay rates. We try to hold on rates negotiation until the company is in the Onboarding phase. If the service company requests sample rate information by email, you may offer some sample rates, but don't engage in rates negotiation before you know with servicer is a good fit.

A general guideline is to keep your first call to a lead to about 15 minutes. It is important to strike a balance between giving the lead enough information to interest them in what we do and overwhelming them with too much information right from the start. The first call is the first of multiple contacts you will have the lead over the course of the recruitment effort. Besides sharing information about CRST Home Solutions and gauging the lead's interest, you will also need to *build a positive and professional rapport with the lead*, starting from the first call, that can have an influence on their decision about joining the CRST Home Solutions network.

If the phone number you found for the lead is a wrong number or is out of service, change the SMT **Category** of the lead to **Cold Lead – Bad Contact Info** in the service company's homepage. This lead is no longer viable, unless you find alternate contact information.

Suggested Language for Cold Calls to New Leads

Making a cold call can be a daunting task. Following is some sample language you can use to begin conversations with new leads about working with CRST Home Solutions. Over time, you will develop your own personalized approach to these conversations; be sure to always cover the topics above on initial calls to new leads.

Always allow the contact to respond and ask questions. This should be a **conversation**, not a presentation; however, you should maintain control of the call.

1. **Confirm that the service company does the type of work we are recruiting for:**
   "Hello, my name is ___; I'm calling from CRST Home Solutions to find out if your company may be able to assist us with <service type> work from the <client> store in your area. Do you do this type of work?"
   OR
   "Hello. Does your company do any work with <service type>?"
2. **Introduce CRST Home Solutions to the service company:**

"I work with a company called CRST Home Solutions Inc. We perform professional in-home services with major retailers like <the client you are calling about>, Best Buy, and Lowe's. We are looking for skilled contractors in your area to perform <service type> for <client's> customers. Is that something you may be interested in?"

3. **Identify and attempt to contact a person at the company who is authorized to make business decisions**

   "Are you an owner of the company, or a representative who is authorized to make business decisions for the company?"

   OR

   "Could you please refer me to the owner of the company or a representative who is authorized to make business decisions for the company? <Allow response>. *Is that person available, or could you provide me their contact information* (name, phone number, and email address) *so I can follow up with them?"*

4. **Introduce the client and type of work:**

   Explain the general requirements of the work type(s) the service company may perform with CRST Home Solutions. Be prepared to also discuss client-specific service information with potential service companies.

5. **Explain the anticipated volume based on the overview provided by the management team. Discuss benefits of CRST Home Solutions Network and how we can help their business.**

   Volume

   Explain the projected number of orders for the recruitment position. Be clear about the commitment we are expecting, whether is a small, one-day-a-week need or a high-volume store primary. *Be clear that this is the need we have to meet and make sure the company can commit to the volume.* Do not over-promise the number of orders the company can expect to see. This will not help in the long run, as it can sour our working relationship.

   Benefits

   It is important to be prepared to explain the benefits of joining the CRST Home Solutions network. You should align your discussion of these benefits with the opportunity you are recruiting for and address them appropriately in the context of the current recruitment effort. The primary benefits to focus on during the initial call are:

   - Access to leading retail clients such as Lowe's, Best Buy, Conn's, and more.

     Example: *"While we are looking for coverage to support* Lowe's *at this time, joining the CRST Home Solutions network presents you with a great opportunity to possibly work with additional retail giants, such as Best Buy, Conn's Home Plus, and Electrolux."*
   - Growth through new lines of business and added service events to your current business.

Example: *"CRST Home Solutions can help you increase the number of service events you perform monthly. There may also be future opportunities for you to do other types of services if you are interested. In addition to home theater installations, we also install appliance and fitness equipment, as well as other in-home services such as mattress and outdoor furniture delivery and set-up."*

- Job assignments based on location, skill, and performance.

  Example: *"The jobs we offer to you are based on your location; most work we send you will be within a 35-mile radius around the store. We'll also only send you jobs for the types of work you tell us you are able to do."*

- Timely electronic payments.

  Example: *"Getting paid for the CRST Home Solutions work you complete is easy! You'll fill out an Electronic Funds Transfer form when you get started with us. After that, we deposit your pay directly into your bank account."*

6. **Gauge the service company's interest:**

   "Now that we have talked a bit about this opportunity, do you think you would be interested in working with CRST Home Solutions to perform <service type> for <client and store location>? What questions I can answer for you?"

   If at any point in the conversation the lead states that they are not interested, use probing questions to try to find out why. Be prepared to respond with positive information about concerns such as time commitment/scheduling, volume, pay rate, etc.

   If the lead seems to be indecisive about their level of interest, ask if you can email some information for their review and consideration.

   If the lead is not the appropriate contact to make this type of decisions, try to get the name and phone number of someone who is.

   If the lead is adamant that they do not want to work with CRST Home Solutions: *"I want to thank you for taking my call today – I appreciate your time. Do you know anyone in the area who does this kind of work and may be interested in working with us?"* If the lead offers a referral, ask for name of company, phone number, and contact name. If this company has been entered into SMT, update the **Category** to **Dead Lead** in SMT.

7. **Set next contact**

"Would it be alright if I called you back on ___ to discuss this more?" (Next day or following week)

"I will send you a follow-up email summarizing CRST Home Solutions and our discussion today." Always try to get an email address.

Note: You should **NOT** email **ANY** onboarding paperwork to the lead at this time. It is too early in the process and doing so may overwhelm and confuse the lead.

Leaving Voicemail

If you do not reach a new lead, leave a voicemail:

"Hello, my name is ___; I'm calling from CRST Home Solutions Inc to find out if your company may be able to assist us with <service type> from the <client> store in your area. If you are interested in this work, please give me a call back on my direct line, <your phone number>. I look forward to speaking with you. Thank you and have a great day!"

Follow-up

After you make the first call and the lead agrees to a follow-up call, prepare to discuss the opportunity and CRST Home Solutions requirements in more depth on the next call. You may need to make more than one follow-up call to the lead to get through all the topics below and to get the lead's agreement to join the network. You may also need to send follow-up emails throughout the process.

Follow Up Calls to New Leads

The topics below are generally covered over the course of two or more follow-up calls. Do not overwhelm the lead by trying to fit all these topics into one long call unless the lead has said that they want to get started with CRST Home Solutions right away. A general guideline is to keep your follow-up calls to leads to about 15 minutes. Longer calls that make the process inconvenient can lead to companies backing out.

Be sure that your calls with the lead are actual ***conversations***; give the lead an opportunity to respond and talk between your questions. Take this opportunity to build a professional relationship right from the start. Actively listening and discussing the topics with the lead is more effective than pushing through each topic like an item on a checklist that needs to be crossed off.

Be sure to:

- Set a follow-up date at the end of every call and note it in **Communications** tool in SMT.
- Document all discussions in the **Communications** tool in SMT.

- Notate in the **Communications** tool in SMT when you send or receive email to/from the lead. You do not need to copy the actual email message into SMT.
- If the lead asks you to send them information, you can send an email with the requested documents, but **do not** send any onboarding paperwork until you have completed the vetting.

1. Call the lead back on the **Follow-up** date you set in in SMT on the previous call.
2. Thank the lead for speaking with us again.
3. If you have not already done so, identify and attempt to speak with a decision maker at the company.
4. Briefly recap the last call.
5. Ask the lead if they have any questions about your previous conversation(s). If you have sent email, ask the lead if they had a chance to look at the information you sent and answer any questions.
6. Capabilities:
    a. Discuss the service providers Capabilities and the requirements for each capability. If the provider can perform any of the listed capabilities, check that job type on the service company's **Capabilities** page in SMT.
7. Insurance:
    a. Ask the lead if the company carries liability insurance for the type of work we are discussing.
    b. If the lead offers details about their insurance, you can notate them **in Compliance – General Liability** section of SMT, but you do not need to ask for information about their policy or go into detail about CRST Home Solutions' insurance requirements at this time.
8. Background checks:
    a. Explain that all servicers and helpers who go onsite for CRST Home Solutions jobs are required to be background checked for the safety and security of all parties involved in CRST Home Solutions jobs. Ask the lead if they would be willing to submit their employees to background checks.
9. Drug Screening:
    a. Explain that all servicer must take a 5-panel drug screening and submit the results to CRST Home Solutions before going onsite to any customer's location. Ask if the lead would be willing to submit their employees to this screening.
10. Tools:
    a. Explain the tools servicers will be required to carry and use for the work type. The servicer is expected to provide all the necessary tools. If the servicer has any of the required tools, they can be entered into the **Tools** section of SMT.
11. Rates:

a. It is important to put the lead in the right frame of mind when talking about rates. Giving them a few SKUs and the pay rates for those SKUs does not give a realistic idea of the potential earnings. Use the volume and revenue overview to sell the value of joining our network.
b. CE /Home Theater: Emphasize combo SKUs and typical combinations of SKUs on orders.
c. Be sure to reinforce that they are performing only the service piece of the transaction; the company will not be responsible for inventory, sales, marketing, etc. or the overhead costs associated with those activities.
d. We can further discuss individual rates. Market Managers who have been trained in Rate Negotiation can do so. Market Managers who have not been trained in Rate Negotiation should speak with Regional Manager for these adjustments.

12. **Once a lead has expressed interest in joining the CRST Home Solutions network** and you have collected all relevant qualification information:
    a. Answer any outstanding questions the lead may have.
    b. Explain the need for a Vetting call and schedule that call with the servicer and any other necessary parties, such as the Regional Manager or Recruiter for your area.
    c. Explain the insurance requirements
        - Liability Insurance
        - Auto Insurance
        - Worker's Comp
    d. Mention the key points of the CRST Home Solutions contract:
        - Contract must be signed by the owner or a principal of the service company.
        - Explain 30 Day Payment Terms. CRST Home Solutions has up to a maximum of 30 days to pay you, but generally, if you submit completed paperwork this week, you will be paid next week. Tech pay goes out on Mondays (on Tuesday if Monday is a bank holiday).
        - Explain Non-Compete Clause. Service company cannot solicit direct business for the types of services CRST Home Solutions performs with the client. The customer is the client's customer and CRST Home Solutions' customer.
    e. Send the paperwork requirements list; explaining that the list outlines the documentation the service company will be responsible for submitting to CRST Home Solutions to join the network. Do not send the actual paperwork at this point unless the service company contact requests it.
13. Document the call in SMT
    a. Use the Communication tool in SMT
        - Fill out all field
        - Document the Follow-Up date

- Choose “Yes” for **Email Communication** and type your email in the **Notes** field.

There are some early indicators that the lead may not be a good fit for the recruitment effort. Below are a few common issues that can prevent leads from moving on to vetting:

- Lead does not have the right vehicle. The correct vehicle type is important to ensure safe and professional delivery.
- Lead’s current insurance coverage does not meet CRST Home Solutions’ requirements. Ask if the company is willing to update their coverage to become network compliant.
- Lead will not agree to background checks. Ask the lead what their concerns are and respond with accurate information to help ease their hesitation.
- Lead cannot provide required staffing for crew size requirements. Ask the lead if they have a helper they can bring in as needed.

If the lead is truly not a good fit, let them know that we appreciate their time, and will follow-up with them if we have future opportunities that might work for them. Update the **Category** in SMT to **Cold Lead**.

If you leave three (3) voice message and/or send three (3) emails with no response from the new lead, change the **Category** of the lead to **Cold Lead – Bad Contact Info** in SMT. This lead is no longer viable, unless you find alternative contact information.

If you speak with a lead who is interested in working with CRST Home Solutions at a later time (i.e., they are not able to engage with us right now), change the **Category** of the lead to **Warm Lead** and set the follow up date to the date the lead wants you to call back.

Vetting

Market Mangers will still need to perform a Vetting call with emergency recruits. To save time, you many cover this information in the other calls with the servicer, but the Vetting Sheet must be completed for each company we are onboarding.

After a successful Vetting, update the **Category** in SMT to "**Prospect – Compliance**."

Onboarding

After the Vetting determines the company is a good fit, we will need to send the required onboarding paperwork to the service company and work with the company to ensure that all required documentation is submitted. Call and inform the prospect that we are sending onboarding paperwork. Encourage the prospect to go through the paperwork in the next two days, then <u>set a next call for two days after you send the paperwork to go over any questions</u>.

Although the TFR sends out the paperwork to the company, the service company should return most forms and completed paperwork to fieldrelations@crst.com so the Compliance team can review, track, and file it. The *Background Check Consent Form*, the Driver's license, Social Security Cards should be collected by the Market Manger and sent to FSS@crst.com.

Onboarding paperwork falls into three categories: company level, servicer level, and vehicle related.

Required Company Level Documents	**Required Servicer Level Documents/Information**	**Required Vehicle Documents/Information**

• Contract
• Company licenses, if applicable/required by local area
• Proof of Liability insurance
    ○ Installs, LLC must be listed as both Certificate Holder & Additional Insured
• Workers Compensation Insurance
• EFT
• W-9
	• Names and Background Check Consent Forms for all employees who will go onsite for CRST Home Solutions jobs, including helpers
	    ○ Return to Market Manger, who sends to fss@crst.com
	• Negative results of a five-panel drug screening.
	    ○ Return to Market Manger, who sends to fss@crst.com
		• Vehicle type
		• Photos of each vehicle used for CRST Home Solutions jobs; at least one from front and one from back; one from each side of the vehicle
		    ○ One image must show a readable license plate
		• Proof of auto insurance
		• All returned to fieldrelations@crst.com

• All returned to fieldrelations@crst.com	• Photocopy of state-issued photo ID of each employee who will go onsite for CRST Home Solutions jobs, including helpers
	  o Return to Market Manger, who sends to fss@crst.com
	• Photocopy of Social Security Card for each employee that will go onsite for CRST Home Solutions' jobs, including helpers.
	  o Return to Market Manger, who sends to fss@crst.com
	• Head shot (photo) of each employee who will go onsite for CRST Home Solutions jobs, including helpers
	• Copies of any relevant licenses individual employees may hold (e.g., gas, plumbing, etc.
	  o Return to fieldrelations@crst.com
	• Copies of any relevant certifications individual employees my hold (e.g., OEM Samsung appliance installation, manufacturer or repair certifications, PC/IT certifications, etc.)
	  o Return to fieldrelations@crst.com	

When the Compliance team receives and processes paperwork submitted by the service company, they will enter the document information into the appropriate sections of SMT. Compliance sends a follow-up email to the service company letting them know what paperwork is still outstanding and documents the email in SMT.

Market Managers should review SMT and the email from Compliance to the service company to understand what needs to be discussed on the next follow-up call to the service company. Market Managers should be maintaining proactive contact with the lead every other day throughout the onboarding process.

Once all paperwork is received and complete, the Compliance team creates an administrative DOLI login for the new service company and emails it with the welcome letter.

Market Managers will check FSS to see when the new servicers have a passed background check and drug screening. Once this is complete, Market Managers will reach out to Compliance to Activate the servicer's Technician account in DOLI. Once the company has at least one servicer fully in compliance and activated, the Market Manager should call the new service company within 48 hours to schedule the DOLI walkthrough with the TRA.

Objection Handling

STEP 1: HEAR OUT THE OBJECTION

Do not present your counter argument before the servicer finishes stating their objection. Not only will you miss important information, but also it makes you look pushy and unprofessional.

- Be calm.
- Listen with empathy and understanding.
- People like to feel heard; give them the opportunity to express their concerns and emotions without constant interruptions.

STEP 2: FEED IT BACK

This both ensures understanding and allows the servicer to answer their own objection as they hear from someone else. It's most effective to repeat the objection word for word as a question.

Example: When talking about joining our network and the prospect says, "I's too busy; I don't need extra work," you might respond, "You don't need additional business, you're too busy?" Do it just like that.

This step has four obvious benefits:

1. It makes your servicer feel important.
2. It verifies that you understand the objection

3. Allows you to pause before responding. If you seem relaxed the servicer will not know you are searching for the next thing to say.
4. When you repeat an objection back, the servicer may retract the objection after hearing it repeated. They may answer their own question!

STEP 3: QUESTION THE OBJECTION

Ask the servicer to explain further. You can say something like, "I'm curious…" or "Can you elaborate on that?"

Keep your tone sincere, avoid coming across as impatient or sarcastic. Those emotions can cause the servicer to walk away. Be serious and get to the basis of their objection. When the real issue is revealed, you will either have an opportunity to address it or the servicer may withdraw it.

If the servicer is asking for something impossible or outlandish, it might be helpful to feed their requests back using an extreme. Do not answer the questions directly with a "no." Find out how important their requests or objection are to them, e.g., "Is this critically important to you?"

STEP 4: ANSWER THE OBJECTION USING YOUR PRE-PLANNED RESPONSES

Don't be discouraged by strong objections. These are opportunities to uncover many hot button issues if you can maintain control while showing sensitivity, empathy, and the benefits of our network. We suggest responding with a pre-planned comparative values statement when facing a strong objection, such as: "Mr. Jones, I can understand and appreciate that, but let me point this out…" In this way, you can acknowledge the servicer's feelings without conceding the point.

Having set answers to the most common issues/questions will allow you to keep your cool when facing strong objections and avoiding the search for what to say next can increase the servicer's confidence in your points.

STEP 5: CONFIRM THE ANSWER

Confirm the servicer's acceptance of your answer. Even if you were completely clear in your mind, the servicer may not have the same understanding or may have missing something. After you answer the objection, ask if the servicer is satisfied with the answer. You can say something like, "That's the answer you were looking for, isn't it?" or "That makes sense, doesn't it?"

If the prospect doesn't understand or agree, you are better off knowing sooner rather than later. Unanswered objections can fester and lead to later issues. If the servicer isn't satisfied, go back through the process and try to get to the underlying concerns.

STEP 6: MOVE ON

If the objection has been accepted, move on to the next topic. You can transition with phrases like, "Oh, by the way," "I want to share with you…" or "Now, I have some great information for you on…"

Handling Common Objections in Recruiting

Below are several common objections that come up during recruiting, as well as ways to respond. Study these responses and develop your own personalized approach for handling these and other objections. Remember: Always be prepared to refute objections with positive information and effective techniques.

"Why do I have to take a background check?"

Well, Mr./Ms. __________ we have contracts with major retailers and OEMs such as Lowe's and Best Buy. When you think about how often people sue these days, and you can understand why background checks are important for the protection of all parties, right?

If you were to take on additional help in your business, I am sure you would like to know who you were working with. After all they are representing your company. Would you agree?

"I don't need additional work," or "I am too busy!"

I understand, but I am sure that we can both agree that circumstances can and often do change, right?

There is always the possibility that competition increases in your market, and you find yourself with more idle time. This way, you can supplement the pipeline of business you have worked so hard to establish AND minimize the lead time it would take to meet those market forces.

Would you agree that having more potential revenue streams is better than having less?

Meeting demand by taking on *additional* labor in a crunch takes less time than trying to *increase your business* over the same time period.

“I can't afford that much in Insurance.”

It might not be as costly as you think. Let’s take a closer look at it together. How much liability insurance do you carry right now?

“I can't sign a non-compete clause.”

What is your understanding of the non-compete clause? Help me understand how this may present a problem with us moving forward together. (Listen carefully to the answer.)

We are not looking to take revenue streams away from you. Our goal is to *supplement* your existing business. I liken the relationship to a partnership. With your participation, we can grow together. Our ability to add more clients has a direct relationship with your involvement, so we place a lot of value on the service companies that are a part of our network.

“I am not interested.”

I would like to understand your position more clearly. What are your concerns with supplementing your existing business? (Listen closely to the answer and move on.)

Common responses:

- I am too busy. (See “too busy” response.)
- I have been burned before. (How have you been burned before? Explain how will this experience will be different.)
- I have enough business. (No one has enough business; this is an excuse.)

“I will have to think about it.”

I can appreciate that you would like to think it over; what it says to me is that you are interested. I just want to make sure I have explained everything properly. Would you mind telling me which particular aspect you would like to think about?

Common responses:

- I am afraid this may interfere with my existing business (Could you give me a little more detail on how this may interfere?)
- Scheduling conflict with existing business

We want to enhance your business, not hamper it. With that being said, members in our network decline anywhere between 15% to 20% of the jobs we assign. Obviously, in a perfect world we would love for you to accept all the jobs we assign to you, but we understand and respect your existing business.