

Recruitment Foundations: Selling with Dan Alexander

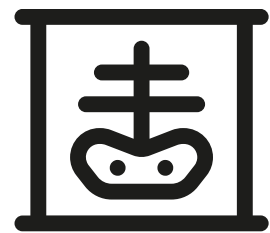
A practical playbook for recruiters who want to master sales and candidate control.



Meet Your Trainer

Dan Alexander

High-Performance Coach | Community Founder



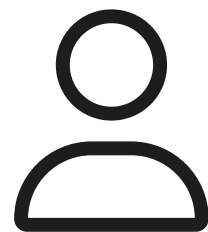
Founder & Head Coach

Renowned recruitment performance coach, driving growth and results worldwide



Performance Trainers

Former Global Director of Training at CD Recruitment, scaling teams to success



Growth Partner

Guides recruiters and leaders through every stage of growth, from consultant to scale-up



A magnifying glass with a dark wooden frame is positioned over a globe. Several small, light-colored paper cutouts of human figures are scattered across the globe's surface. The cutouts are slightly out of focus, with the one in the foreground being sharper. The background is a solid teal color.

What You'll Learn:

1. Sales Fundamentals

- The difference between an order taker and a salesperson
- Qualifying before selling
- Sales as a transfer of confidence
- Using strong language with confidence

2. Candidate Strategies

- Pressing on candidate hot buttons
- Packaging the candidate
- Selling the candidate over the phone

3. Handling Objections

4. Closing Techniques

ORDER TAKER VS SALESPERSON

The true value in recruitment lies in your ability to transform rejection into acceptance through persuasion and confidence

Order Takers



- Simply qualify yes/no and move on
- Accept rejection at face value
- Seek approval rather than results
- Afraid to challenge client perspectives

Salespeople



- Consult, challenge, and persuade
- Turn "no" into "yes" through value
- Lead with confidence, not approval-seeking
- Create opportunities rather than wait for them

QUALIFY BEFORE YOU SELL



Diagnose First

Like doctors, recruiters must diagnose before prescribing. Understand the problem before offering a solution.

Understand Motivation

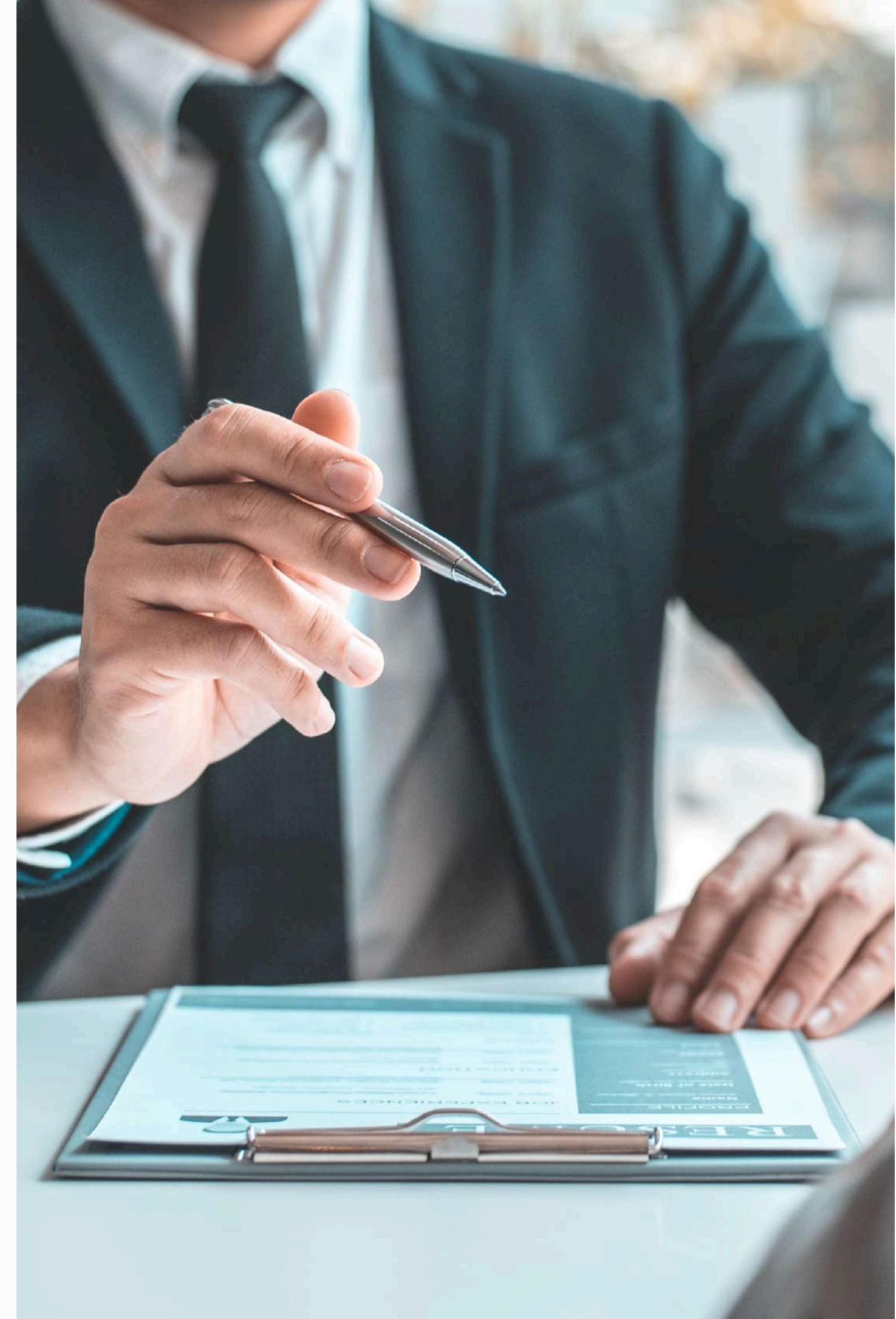
Uncover clients' true challenges and candidates' genuine motivations through targeted questioning.

Gain Clarity

Precision in pitching comes from clarity in understanding. The more you know, the more effectively you can sell.

Lead With Authority

Doctors don't ask permission to diagnose, and neither should you. Lead the process with professional confidence.



sales team (sales teams):

people that work for a comp

SALES IS A TRANSFER OF CONFIDENCE

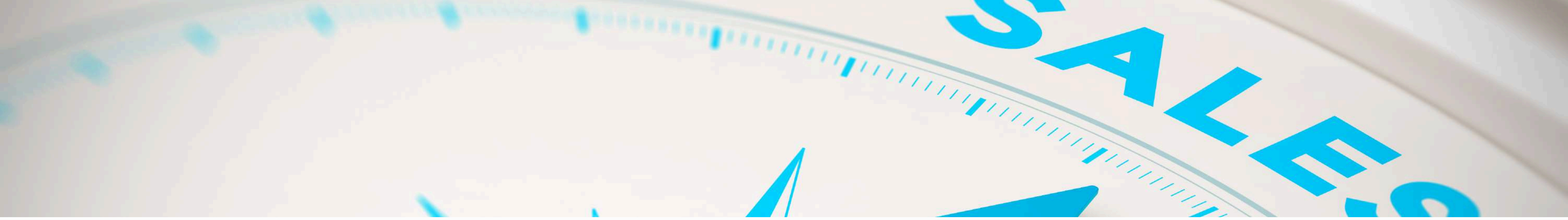
Your belief in a candidate makes clients believe.

Confidence is your true sales currency in recruitment. When you genuinely believe in your candidate, that conviction transfers to your client.

Clients naturally mirror your level of certainty; any hesitation undermines trust in your recommendation. They're buying your judgment as much as the candidate.

Back yourself without crossing into arrogance. The difference between confidence and arrogance is evidence; be prepared to substantiate your claims.

Remember: If you don't believe in your candidate, why should the client?



STRONG LANGUAGE, STRONG SALES

Your language directly projects your value and expertise. Clients pay premium fees to recruiters who speak with **authority and conviction**.

Eliminate Weak Words

"**Just**" minimises your importance

"**Sorry**" suggests you're an interruption

"**Is it okay if...**" surrenders control

Replace Apologies

Use "**Thank you for your time**" instead of "Sorry to bother you"

Say "**I'd like to discuss**" rather than "Can I talk about"

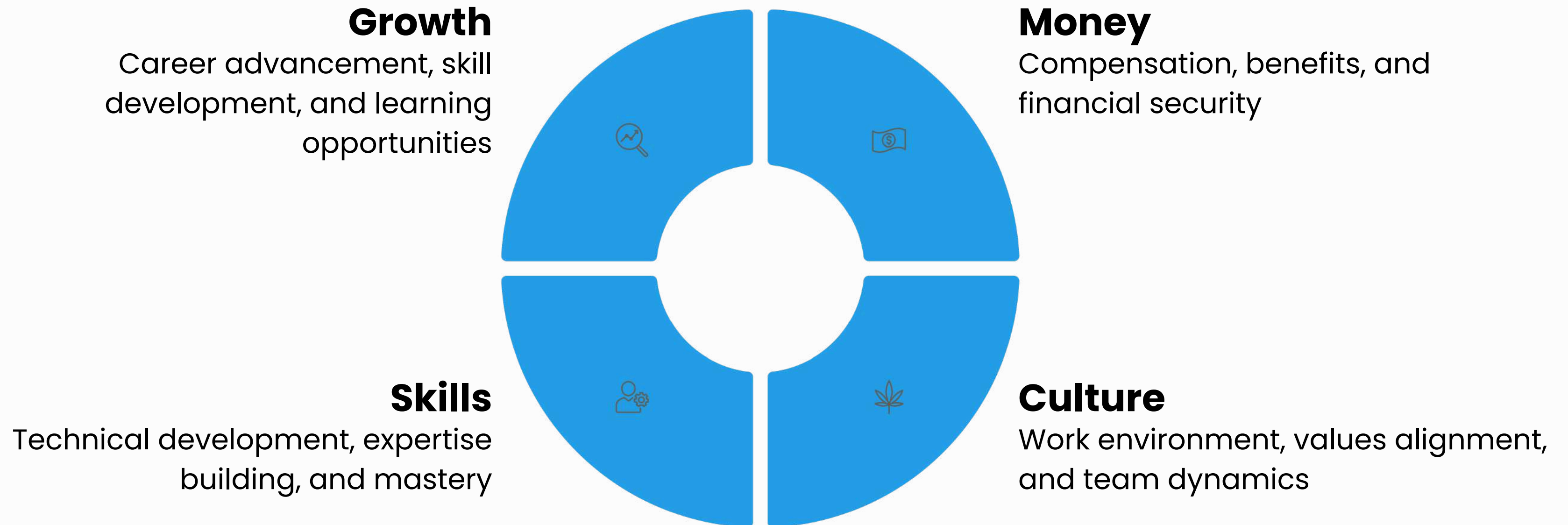
Project Certainty

Say "**we will**", not "we think"

Use "**when**" instead of "if"

Make **statements**, not questions

PRESS ON THE BRUISES



Every candidate has a “hot button”, the **emotional trigger** that drives their career decisions. Your job is to find it and keep pressing. Discover their primary motivator through careful questioning, then keep pressing it to drive emotional engagement. **Sell only the benefits they care about most.**

PACKAGING THE CANDIDATE

Your candidate is your product.
Package them professionally to maximise perceived value.
First impressions matter tremendously.

Use Branded Materials

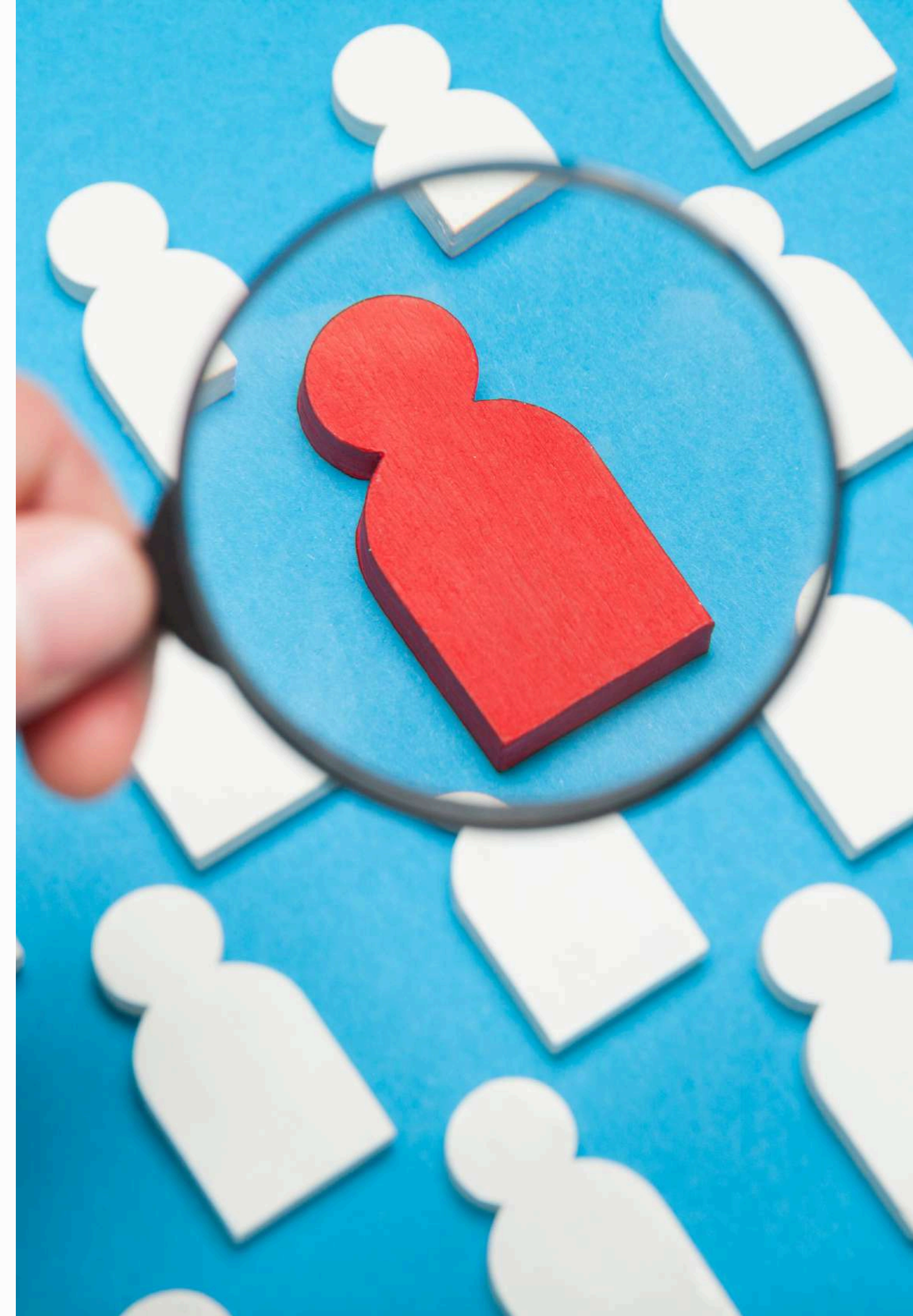
Always use professionally designed, branded PDFs rather than raw CVs.
Your presentation reflects your standards.

Adding Value

Include bullet-point summaries highlighting key strengths, achievements, and availability. Make it easy for clients to see the value.

Maintain Consistency

Lazy submissions devalue both you and the candidate.
Maintain consistent quality across all candidate presentations.



SELLING THE CANDIDATE OVER THE PHONE



Call Before Sending

Always call the client before sending profiles. This establishes your role as a consultant, not just CV distributor.

Verbal Pitch

Pitch candidate highlights verbally. Your enthusiasm and confidence transfer better through voice than email.

Confirm Interviews

Secure interview commitments on the call. Lead the process rather than waiting for client action.

**Clients respect recruiters who take ownership of the process.
Phone calls demonstrate commitment and allow you
to gauge real interest levels.**





OBJECTION: "CAN YOU SEND ME THE JOB SPEC?"

What's really happening?

This is usually a stall tactic, not genuine interest. Candidates who ask for specs without committing to a conversation are often just collecting market information.



Don't send specs without commitment. The spec rarely reflects the real job anyway, it's just a starting point.

Better Approach:

1. Acknowledge the request, but pivot to value
2. Sell the opportunity highlights verbally
3. Push for a brief meeting or call
4. Position yourself as the gateway to the full details

OBJECTION: "WHAT'S THE PACKAGE?"

Don't Overcommit

Avoid locking into specific numbers too early. Keep ranges flexible based on candidate value.

Set Realistic Expectations

Balance attractiveness with reality. Unrealistic salary expectations lead to disappointment.

Position as Negotiable

Frame compensation as dependent on the value the candidate brings to the role.

Avoid Top-End Anchoring

Don't anchor candidates at the top of the range, leaving no room for negotiation.





OBJECTION: "I'M HAPPY WHERE I AM"

Reality Check

- This is a common initial response, not a final condition.
- Most successful placements begin with "I'm happy where I am".
- Truly exceptional opportunities are rare and worth considering
- The best salary increases typically go to passive, not active, candidates.



Push with logic: Career growth comes from evaluating opportunities, not ignoring them.

A 15-minute conversation costs nothing but could be tremendously valuable.

OBJECTION: ""IT SOUNDS INTERESTING, BUT..."

Isolate the Real Question

Identify exactly what's holding them back. Is it location? Salary? Role scope? Company reputation?

Address Small Hurdles

Don't let minor concerns derail the process. Acknowledge concerns but keep momentum.

Redirect to Next Step

Use: "That's exactly what you should ask the client". Turn objections into interview questions.

Maintain Forward Motion

Keep the candidate moving through the process. Each step increases investment and interest.



Remember: "But" signals interest with hesitation, not rejection. Your job is to overcome the hesitation while preserving the interest.



OBJECTION: "I'M NOT SURE ABOUT THE CANDIDATE"

When to Push

- You genuinely believe in the candidate's fit
- The client's reservations are based on misunderstandings
- The candidate has transferable skills that aren't immediately obvious
- You have evidence that counters their concerns

When to Back Off

- The candidate truly isn't a good fit
- The client has legitimate concerns
- Pushing would damage your credibility
- The interview would likely fail



Always clarify the client's specific reservations. Sometimes backing a wildcard candidate can pay off if you genuinely believe in them, but pick your battles wisely. Your long-term credibility matters more than any single placement.

OBJECTION: "WE ALREADY KNOW THEM"

Understand Your Terms

Most recruitment contracts protect introductions regardless of prior knowledge. Review your terms and be prepared to reference them.

Emphasise Your Value

Your value isn't in "knowing" candidates but in making them interested in the role and managing the process. Highlight this distinction.

Involve Senior Support

If needed, bring in senior consultants or management to help navigate fee disputes. Document all communications carefully.

Fight With Evidence

Be prepared to defend your fee with evidence of your work. Maintain detailed records of all candidate interactions and submissions.



THEY ARE BUYING YOU

What Clients Really Buy

- Confidence in your judgment
- Certainty in your recommendations
- Trust in your process
- Relief from their hiring burden

Your Role

- Transfer belief, not just CVs
- Project confidence equal to the candidate's quality
- Position yourself as the expert guide
- Be the differentiator in a crowded market



Remember: In a market where candidates can be accessed through multiple channels, **YOU** are the unique value proposition. Your confidence, expertise, and guidance are what clients pay for.

A photograph of a white paper napkin with blue horizontal lines, resting on a blue and orange textured surface. The words "Don't sell yourself short." are written in blue ink in a cursive, handwritten style. A black pen is visible on the right side of the napkin, and a red cup is partially visible on the left.

Don't
sell
yourself
short.

TRIAL CLOSING: THE IF TEST

"If I can do X, will you do Y?"

Candidate Example

"If I can get you an interview with the CTO by Friday, would you be able to make yourself available?"

Client Example

"If I can find a candidate with the exact technical skills you need who can start within three weeks, would you be able to interview them next Tuesday?"

The **"If Test"** is a powerful trial close that tests commitment without giving up leverage. It *helps both candidates and clients visualise the deal* while guiding the negotiation like a dance.

This technique *creates mutual commitment while maintaining your control of the process*. It also reveals genuine interest levels without forcing a hard close too early.

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