



Mike Fazio • Founder/CEO • WORKFORCE180, LLC

HANDLING CONCERNS

Mike Fazio - Workforce180 - July 2017

**Objections are very, very GOOD things.
Learn to really, really LOVE them.
(SO FIND THEM)**

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OBJECTIONS



- **WOOHOO!**
- **Get excited**
- **This is what you wanted**
- **The moment is here**
- **Your plan worked**
- **Stay cool**
- **IT'S GO TIME!**

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Common Objections

Most Common Employer Complaints

Unemployed people are _____.

- Out of touch
- Unreliable
- Moody
- Lazy
- Unmotivated
- Failures
- Given to many chances

and

Most Common Employer Concerns

I am _____

- Too busy
- Not interested
- Tried you before
- Not hiring right now
- Not authorized
- Not adding expense at the moment

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HANDLE OBJECTIONS USING THREE STEPS:

1. Empathy

- I can completely understand..
- I can truly appreciate how busy you are..
- That's exactly why..

2. Educate

- Did you know that...
- It might surprise you to learn..
- A recent employer told me..

3. Empower

- Wouldn't you agree?
- Isn't that right?
- Didn't I?
- Couldn't you?
- That makes sense, doesn't it?

AND THEN (PLEASE).....JUST SHUT UP and WAIT.

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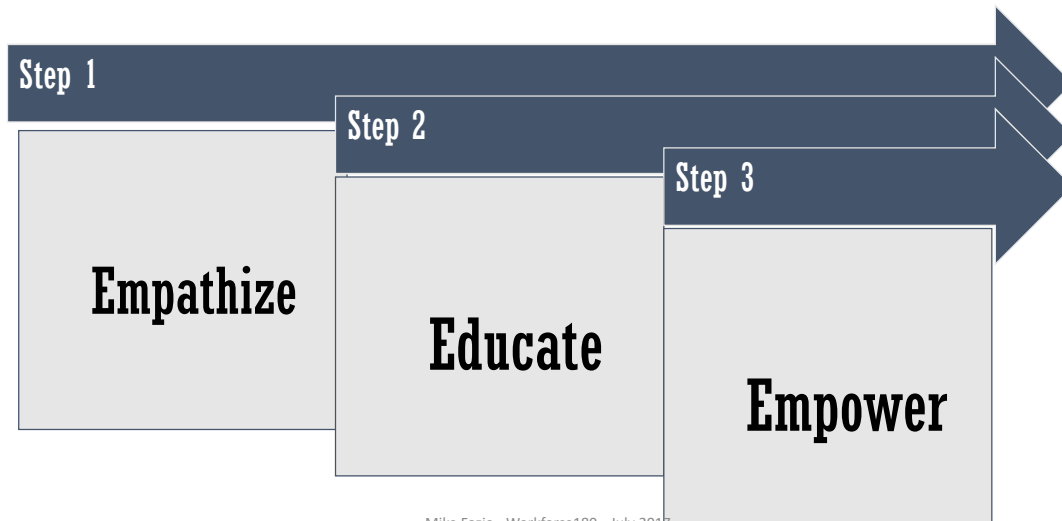
The employer says...



"I'm too busy, just leave your info and I'll call if interested."

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3 Simple EZ Steps



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EEE**Step 1****EMPATHIZE**

“I completely understand how busy you are today. The reason I called/stopped by was to get your opinion on a service we are providing at no cost, with no strings attached

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EEE**Step 2****EDUCATE**

“However, I need you to know our organization has, over the years, successfully placed thousands of people into meaningful employment with companies like Marriott, Walmart, Bob’s Muffler Shop and others. In fact, many employers benefited from Tax Credits and Wage Reimbursements, as well as, no cost job postings and background checks..

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EEE

Step 3

EMPOWER

“So, while we may not be perfect or successful every time, we **STILL** present a terrific opportunity for you to explore potential candidates and savings opportunities for your organization, *wouldn't you agree?*”

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3 Steps

Step 1

Empathize

Step 2

Educate

Step 3

Empower

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Employer says.....

“Thanks for stopping by, but we tried you once before and it really didn’t work out. Your candidate was late and smelled of alcohol.”

“Um, we’d like to hire a vet, but don’t they all have some kind of PTSD? Can you send a different type of candidate, please”

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FOLLOWING UP

(the #s game.)

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***WHAT'S NEW?* MEANS SOMETHING.**

- LIFE
- WORK
- COUNTY
- REGION
- STATE
- COUNTRY

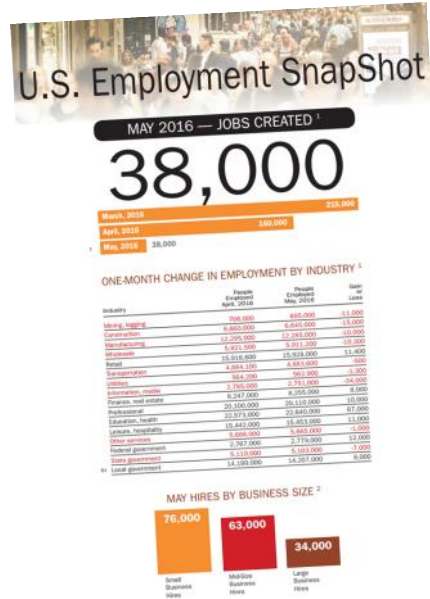


People like new!

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WHAT'S NEW?

harrydahlstrom.com



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WHAT'S NEW?

The Job Openings and Labor Turnover Survey (JOLTS) program produces data on job openings, hires, and separations.



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KNOW THIS?



Job Openings and Labor Turnover

Over the 12 months ending in April, hires totaled 62.4 million and separations totaled 59.7 million, yielding a net employment gain of 2.7 million.

Aug HIRES:

5.2 million

Aug TERMS:

5.0 million

Aug OPENINGS:

5.4 million

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Eliminate JUST!!

- "I JUST CALLED TO SEE IF YOU HAD ANY QUESTIONS."
- "I JUST CALLED TO FOLLOW UP ON OUR MEETING."
- "I JUST CALLE TO SEE IF YOU MADE A DECISION."
- "I JUST CALLED TO SEE IF THERE ANY OTHER QUESITONS I COULD ANSWER FOR YOU."

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SOMETIMES, we send a “Just Checking In” email.



Jane Doe
love with UI/UX/UI/UX

Systems Migration
To : Me: james.ali@gmail.com

25 November 2013 | 10:24 PM

Hi James,

How are you?

Just wanted to check-in and see if there's anything i can help you with. Per our conversation on the 15th, I wanted to see if you confirmed the date that your current systems migration is going to be completely done by. Do you have ten minutes this afternoon to speak?

Let me know what works.

Best,
Jane

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So, what to do?

- “I was calling today to share something new since our last meeting!”
- “I am calling because there is something new about our program that will be of great benefit to you!”
- “Last time we met I didn’t get the chance to tell you about the new part to our program which saves you even more money!”



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“Hey Mike, so, now what do I say when I get there?”

Use the RE approach



**Reconnect
Resume
Review
Remind
Rebuild
Remember**

**Reexplore
Repeat
Repair
Reengage
Reexplain
Reconvict**

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“Thanks for meeting with me today! I am so excited to **return** and share a **new** part to the program, which will save you all kinds of time and money! You’ll **recall** last time we discussed some of your hiring issues, such as placing ads and screening resumes. **Remember**, I explained how we could handle that and line up some great, **new** candidates for you, isn’t that right? Well, the **new** part which will make your life even easier, is how we can host a hiring event here or at our location. That **really** means we can line up 10 or so **new** candidates, one after the other for you to meet! Then, you just decide who to **reconnect** with for round 2 and we’ll set it up! That sounds **remarkably** easy, doesn’t it? **Remember**, we can do all the logistics and you make the final decision. We have some **new** time slots that opened next week, so would **Thursday or Friday be best?**”

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FOLLOWING UP



REMEMBER THIS.....

"The second you Leave or hang up, they start to forget about you, the program, product, conversation, offer, details, etc."

~~"I JUST CALLED TO..."~~

NEW

LOOK

WHAT'S

NEW!

NEW!

Use The RE Method

- Reconnect
- Resume
- Review
- Remind
- Rebuild
- Remember
- Reexplore
- Repeat
- Repair
- Reengage
- Reexplain
- Reconvict

People want NEW. Give them NEW.

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Item	Self	Group	Item	Self	Group
Toothbrush			Backpack		
Watch			Pillow		
Blanket			Saw		
iPad			Canned Food		
Box of Crackers			Can Opener		
Folding Chair			Soap		
Box of Matches			Spoon		
Hammer			Pocket Knife		
Suitcase of Clothes			Compass		
Pen and Paper			Map		
Box of Nails			Bubble Gum		
Gun with Bullets			Drinking Glass		
Comb			Fishing Pole		
Mirror			Glue		
Barrel			Game of Twister		

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