THE ART OF CLOSING CLIENTS AND EXTENDING OFFERS

Barbara J. Bruno, CPC, CTS
Realize that you are closing throughout the entire fill or placement process.
Closing begins with your first conversation.
Determine and focus on the WIIFM (What’s In It For Me) of your client.

They must understand the benefits of utilizing your services vs. your competition.
In all of your discussions with clients, the process should be:

• Question
• Answer
• Pre-close
• Question
• Answer
• Pre-close
EXAMPLE:

Client: “I want to hire a self-starter”

Pre-Close: “Are you asking me to find you someone who needs little or no supervision?”

Client: “No, they will have a direct report. I want someone who arrives at work, motivated to work”
When clients use words like self-starter, advancement, communication, or teamwork, you must get the client’s definition of these words.

If you put your own definition on what you think they are saying, you may not truly understand what will motivate your clients to hire.
Some examples of when you close your clients:

- Initial conversation
- Subsequent conversations
- Skill selling or marketing presentations
- Obtaining a contract or job order
- Presenting qualified candidates
- Booking interviews
- Prep
- Debrief
- Negotiations
- Extension of an offer
- Follow Up Contacts
During every conversation, you must ask questions that help you pre-close your client.

When you pre-close throughout the entire process it will eliminate surprises
Seven Strategies To Improve Communication
1. Let your clients know your candidates have other interviews.
2.

Email a copy of your job order to everyone involved in the hiring process
Find out what was missing from candidates they’ve already interviewed and what particular skill is missing in their IT or Engineering department.
4. Outline your SOP (Standard Operating Procedures) and set up realistic expectations and timeframes.
5. What's your message? (WIIFM)

Stress the WIIFM (What’s In It For Me) to your clients
6. Set up a Client Prep
Debrief the person who has the highest level of interest
Extending An Offer

Due to the competitive job market, offers are much more than starting salary and start date.
### Information you must include in the offer including:

<table>
<thead>
<tr>
<th>Contract</th>
<th>Direct</th>
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<tbody>
<tr>
<td>1. Pay Rate</td>
<td>1. Starting salary, commissions, bonuses, etc.</td>
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<tr>
<td>2. Starting date</td>
<td>2. Start Date</td>
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<td>3. Working hours</td>
<td>3. Working Hours</td>
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<td>5. Expenses Covered</td>
<td>5. Signing Bonus</td>
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<td>6. Relocation Package</td>
<td>6. Relocation Package</td>
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<td>7. Additional perks</td>
<td>7. First review, raise</td>
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<td>8. Company Car, Expense Accounts</td>
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<td>9. Additional perks, benefits</td>
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Extending and closing on an offer provides the additional challenge of dealing with human beings on both sides.
SCRIPT:

“ I've just received a call from ________ (company). It is down to the wire and I expect them to reach a decision today between you and another candidate.”
(Never under-estimate your competition, there are NO exclusives)

“If they extend an offer of _____ and a start date of ______________, do I have your authority to accept the offer?”
If They Say Yes ... say you will do your best to get them the offer. Call back in 30 minutes and extend the offer – hopefully at a higher pay rate or salary than they are expecting.

If They Say Anything Else... listen and handle all objections. It is better to call the employer and explain what happened prior to extending the offer, to see if there is any flexibility. It's a tight IT and Engineering candidate market which could result in employers willingness to negotiate.
Join the New Industry Standard! Invest in a TechServe Alliance Certification Today!

Find out more at techservealliance.org/certification or email us at certification@techservealliance.org
Questions?

For additional information, please contact certification@techservealliance.org or call Susan Donohoe at (703) 838-2050 ext.118.