

Staffsync360 – Objection Handling Playbook

Objection: “We already have an ATS.”

What They Really Mean

- I don't want disruption
- My team won't adopt another tool
- Convince me this is different
- I don't see clear ROI yet

Step 1 – Acknowledge

Totally fair — almost everyone we speak to already has some ATS.

Step 2 – Reframe

Most customers also had ATS. They switched because they couldn't see recruiter productivity or business performance clearly.

Step 3 – Separate ATS vs Staffsync360

Traditional ATS tracks candidates.

Staffsync360 tracks recruiter productivity and founder visibility.

ATS tells who applied.

Staffsync360 tells who is working and where revenue is stuck.

Step 4 – Analogy

ATS is like accounting software – records data.

Staffsync360 is management dashboard – shows business performance.

Step 5 – Diagnostic Question

Can you instantly see daily submissions per recruiter and expected revenue in one screen today?

Step 6 – Overlay Positioning

You don't need to replace ATS on day one. Many teams run Staffsync360 alongside existing ATS for productivity visibility first.

Step 7 – Business Outcomes

Customers come for:

- 30% recruiter productivity increase
- Clear pipeline visibility
- Less chasing, more control

Killer Question

If you could see recruiter performance and pipeline clearly every day, would that help run your business better?

Common Pushbacks

"Our ATS already does this" → Staffsync360 strengthens visibility and accountability.

"Switching tools is painful" → Most teams go live in days with assisted migration.

"My recruiters won't like change" → Recruiters love fewer clicks, owners love visibility.

One-Line Close

Why don't we run this with a small group for one week and see if visibility improves?

Core Positioning

ATS tracks candidates.

Staffsync360 tracks your business.