

Staffsync360 – “Too Expensive” Objection Handling Playbook

Objection: “This is too expensive.”

What They Really Mean

- I don't clearly see ROI yet
- I'm comparing with cheaper ATS tools
- I'm scared of recurring cost
- Convince me this pays for itself

Step 1 – Acknowledge

I understand — budgeting matters, especially for small staffing teams.

Step 2 – Anchor Against Recruiter Salary

One recruiter usually costs ■40k–■60k per month.

Staffsync360 typically costs less than one recruiter salary.

Step 3 – Tie Price to Productivity

If Staffsync360 improves productivity of just ONE recruiter, it already pays for itself.

Most teams see 20–30% productivity improvement across recruiters.

Step 4 – Make It Real with Their Numbers

If you have 10 recruiters, even one extra submission per recruiter per day means 10 more profiles daily — directly impacting interviews and revenue.

Step 5 – Highlight Hidden Costs

You already pay for manual resumes, recruiter idle time, missed follow■ups, poor visibility, and founder time chasing updates.

These hidden costs are much higher than Staffsync360.

Killer Line

You're not paying for software — you're paying to get control of your recruiters and pipeline.

Reduce Risk

Run Staffsync360 with a small team for one week and decide based on results.

Common Pushbacks

Other ATS is cheaper → Cheap ATS saves money. Staffsync360 makes money.

Budget is tight → That's when visibility matters most.

Let me think → Is it price, or are you unsure about value?

Soft Close

Let's pilot with 2–3 recruiters and measure productivity before deciding.

Core Positioning

Staffsync360 costs less than one recruiter — but improves your entire team.