



How to Make the Perfect Job Offer

The recruitment cycle can be time-consuming and a struggle to navigate. After screening countless CVs and cover letters, numerous rounds of interviews and discussions among decision makers, landing on your perfect candidate is not the end of the process.

Making a job offer is an exciting task, but there is still pressure to make sure the best candidate says 'yes' and accepts the role.

Competition for talent is still fierce. The pressure is on for hiring managers to seal the deal and secure the right candidate for their firm before they accept an offer from a competitor.

This article outlines the best approach to making a job offer which will ensure you get the right candidate on board. A job offer is not a contract of employment, and your candidate may have other job offers on the table, so there are

opportunities for your candidate to turn down the offer either immediately or even after the offer has been accepted.

Therefore, it is important to follow these tips on how to make an enthusiastic and attractive job offer.

Make the hire fast...

Once you have come to a unanimous decision, move quickly. Hiring in busy job markets with high quality candidates means time is of the essence. The closer an offer is made to an interview, the more likely you will get an enthusiastic 'yes'!

It is likely that exceptional candidates will be considering several options when it comes to making their next career move. The most likely reason you lose out on a great candidate is that your competitor gets there first. The key to making a hire fast is to plan. Speeding up the recruitment process by grouping interviews across one day or a couple of days and booking in a meeting where the decision is made very close to the final interview.

Be up-front at the final interview about when candidates will hear. Quickly contacting candidates, both successful and unsuccessful, within a few days of a final interview also shows a level of respect which reflects well on your team and employer brand, alongside easing the stress for your candidates.

And get a confirmation fast...

When you make a job offer, you may get an instant acceptance, but other candidates may ask for time to consider the offer and weigh up their options. When making the initial call, there are many ways you can help close the deal and make sure your candidate says yes. Ask for their thoughts on the details of the offer can help

you work out anything you can offer in counteroffer negotiations if you are competing with another recruiter.

You can also ask "Shall I tell the other candidates that the position has been filled?" This is a great way to gauge your candidate's mindset and level of enthusiasm at the current offer. It also shows your enthusiasm as an employer.

Though it is common practice to give a candidate time to consider a job offer, you can also set a deadline for a decision based on both your needs and that of the candidate. The more senior the role is, the more time may be needed. This is particularly important for roles which require a big life change such as a relocation.

Make your offer with a phone call

One of the biggest questions about the job offer process is “is it best to make a job offer via phone or email?” The answer is both, but it is important to lead with a phone call. It is more personal, and your candidate can hear your enthusiasm and excitement firsthand. It establishes a trusting connection and makes a larger impact than words on a screen.

Reassure the candidate that the full details of the offer will be in their inbox, but you were excited to tell them in person first. A verbal job offer can also help hiring managers detect the enthusiasm and general reaction of the candidate. If you sense hesitation or a muted response,

it may be that the candidate is weighing up several job offers, information you wouldn't be able to pick up from written communication.

By extending an offer over the phone, it can help a prospective candidate buy into you as a hiring manager. In a candidate-driven market, with high caliber professionals often having 2-3 offers on the table at any given time, adding in a personal touch is crucial. This is where a talent specialist can step in, with ears and eyes in the market, they are knowledgeable on sentiments in the candidate community and can help to seal the deal.

Then send a job offer email...

While it is vital to make a call first, it is important that your job offer is made via email. By structuring the offer verbally, first and foremost, and then following up with any paperwork via email, this can help make that initial moment as memorable as possible and increase the likelihood of acceptance.

What's more, it's important to move quickly – a sluggish recruitment process is a key factor on why organizations might miss out on business-critical talent. This is an opportunity to relay all relevant information about the job position, including the terms and benefits of the role.

A job offer email needs to include:

- The official position title.
- The salary on offer.
- Benefits such as commission and bonus schemes.
- The name of the candidate's supervisor or line manager.
- Deadline for accepting the job offer.
- Terms and conditions of the role, including length of probation period.
- Ideal start date.

Remember to include a descriptive and eye-catching subject line for the email, and make sure the email comes from the account of someone that the candidate has met and spoken to during the process, rather than a corporate email or a stranger in admin.

Attach any documents which will help your candidate make their decision.

This can include company policies and handbook, onboarding materials, the unsigned contract of employment and employer brand materials.

Then follow up in writing

Cover all bases by drafting and sending out your official job offer in a formal physical letter. This will take a couple of days to reach your candidate but adds a professional level to the process. It can also serve as a reminder if your candidate has decided to spend time considering the offer.

Make the moment memorable

Don't be afraid to be excited and enthusiastic and share in your successful candidate's emotions!

Tell your potential new hire how many applied for the role, and how they impressed at the interview. Showing a candidate that they are wanted will help encourage them to accept the role. It is beneficial to drop professionalism during what may be a pivotal or emotional moment in your candidate's life.

Offer the right salary from the start

The most important part of a job offer is the salary you offer. Many jobs are advertised either with a salary range, or a salary "dependant on experience".

If you know the candidate's current salary, it is a given that you should be offering at least a 20% raise on that salary or making the move to your company may simply not be worth it.

Never offer below their current salary, unless there is a good reason behind this, such as a career change. If you are in a competitive sector where candidates are likely

weighing-up several options, make sure your offer also outlines the most attractive benefits. This can include bonus schemes, healthcare, annual leave days and even details of career advancement within the company.

You can go further in your 'pitch' to get a promising candidate to accept a job offer. Information such as benefits of the company culture, growth plans, and perks such as opportunities to work from home, social events and amenities such as free food and hot drinks in the office.

Be prepared to negotiate

After a job offer is made, your preferred candidate may be in a good position to negotiate certain aspects of the offer if the role is senior and the skilled candidate is clearly in high demand.

Salary negotiations are tough, and your candidate may lose patience if negotiations run through an endless back-and-forth. It is a professional discussion which needs to remain reasonable and agreeable on both sides. Do not be offended if you are faced by a counteroffer, it simply shows the candidate knows their value.

Outline the terms which you can't move from at the start of the negotiation to save both of your time.

You may want to offer a signing bonus to immediately 'sweeten the deal' for your candidate if they are feeling hesitant about your offer. Offers such as a company car or accommodation support during a relocation can also help.

With the cost of living increasing, we are seeing clients offer at least a 20% raise to entice talent to join. With talent having all the bargaining power in the market, it's important to offer a fair package and demonstrate that you know a prospective candidate's worth.

Letting the other candidates know

It is essential that you let other candidates know they didn't get the position as fast as you make a job offer to the successful candidate. This can be done through email, but it is considered more polite to do this through phone, especially for roles where candidates have dedicated a lot of their time and effort on interviews and assignments.

It is also best practice to give detailed and relevant feedback on their performance interview, with a couple of specific reasons why they didn't get the role.

These guidelines can help to negotiate and extend the perfect job offer that's impossible to refuse. Once the offer is made, this isn't the end of the process - the ball still remains in the candidate's court. As a talent specialist with a well-garnered candidate portfolio, we are a one-stop solution for all your talent needs. Contact us today and we can help in the job offer process.

About us

Selby Jennings is a leading specialist recruitment agency for banking and financial services. For more than 15 years, we have given clients and candidates peace of mind that the recruitment process is in expert hands. Our continual investment in best-in-class technologies and consultant training enables us to recruit with speed, precision and accuracy.

Today, Selby Jennings provides permanent, contract and multi-hire recruitment from our global hubs all over the world.

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