

HOW TO MAKE AN OFFER A CANDIDATE WILL ACCEPT

Having found the candidate of their dreams, too many companies fail to close the deal. If you are ambitious enough to try to attract the best candidates, then it is important to close them effectively on your position.

Within the IT market the situation is even more intense, where the talent pools are extremely limited for the size and growth rates. Candidates are inundated with options – often receiving three or more offers.

What factors determine whether or not the top candidate will accept your offer?

The Organization's Commitment

Many executives think financial compensation is the top factor in recruiting. But closing the deal is not just about money; it's also about demonstrating to candidates that the organization is committed to their success.

Keep things moving: After receiving CVs arrange first interview dates quickly, give feedback to candidates quickly, arrange second interviews quickly after the first. As each day goes by more and more of the best candidates are accepting other offers and lost.

Find out about any other opportunities a candidate is exploring, and where they are in other interview processes. They are often open to this as they know it can "increase their value" to your company, and you'll know what you're up against.

A personal show of commitment by the hiring manager is essential: By taking the time to share his or her passion about the company and the position with the candidate, by expressing a sincere interest in the project and the person, and by genuinely understanding the candidate's motivation, the manager can send a powerful message that the company cares.

The Job

In their desire to close the deal, many managers present only the positive aspects of the job. Research shows that a realistic presentation of both the opportunities and the challenges of a prospective position results in higher offer-acceptance rates, better post-employment job satisfaction, and lower employee turnover.

Candidates want to decide for themselves whether they will be able to cope with the challenge they may face. To communicate the positives, a successful hiring manager could borrow a page from John F. Kennedy's playbook and ask not only what the candidate can do for the job but what the job can do for the candidate -- and then take whatever steps are necessary to make sure the job holds that potential.

Managers should also clearly differentiate the opportunities at their firm from those of competitors. The value proposition might range from flexible job design and job rotation to nonfinancial benefits, advantages in the culture, and growth and development opportunities.



Compensation

Don't make cheeky, low offers to candidates. You can test the water, but anything too low can be offensive and will put them off (especially if they have high expectations).

Compensations is not all about money, it is also about the way a salary gets structured (benefits in relation to nett salary), benefits over and above the guaranteed portion like performance incentives, bonuses and share options.

Other things that companies are currently doing to secure top talent are offering flexi-time and 'work from home' opportunities.

