



Making a Job Offer



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Congratulations!

You have successfully found someone that looks like a great new employee for your company, and you're ready to have them work for you. It can be hard to find someone in today's economy that looks like they can really contribute, but you've found that person, and you want them to start helping your business right away.

Of course, before you can do that you have to make the job offer, and unfortunately many companies do not put much thought into the job offer despite the drastic impact that it can have on future work. It's important that you take some time to think of how you want to offer this job to the applicant, because a poorly constructed job offer can impact the employee's interaction with your company.

Mistakes Made By Employers

It's not uncommon to make mistakes with regard to the job offer. Mistakes include:

- Taking too much time to send the offer.
- Not negotiating salary.
- Forgetting to talk about what's included.
- Not phrasing the letter in an inviting way.

Imagine if you were a new hire and you were told you got a job, but then the new employer sent a demanding letter with a low salary the day before you started the job – you would be frustrated, and it could affect how you connect with the applicant.

In addition, some applicants have multiple job offers, and the less clear you are with yours the more likely they are to take a different one.

How to Construct a Job Offer

When you're ready to make the job offer. Keep the following tips in mind:

- ### Salary and Salary Negotiation

You may want to consider negotiating salary if you haven't yet before you send the offer, or make sure you're sending a very competitive offer. Employers have a tendency to try to pay as little as possible, but a great pay to start is much more likely to give your new employee an excitement and a passion for the role before they begin. Being stingy, on the other hand, can negatively impact their tenure and productivity.

- ### Clear Offer

Make sure you're also providing them with a clear offer. Tell them every detail about what the salary is going to be, what the growth opportunities are, what the benefits are, what your company has in addition to benefits, and more. Not only will this ensure the new hire is excited to take the offer – it will also decrease future “what do I get” questions that sometimes rub management the wrong way.

- ### Promptness

Make the offer right away in writing so that the applicant knows you value them and knows that their offer is real. Applicants are often worried that the offer you made will be rescinded, and if you wait to send the offer for a week or more, you're putting a lot of stress on the applicant that can turn into negative emotions.

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- Give Them More Information

To help the applicant both acclimate to the role and get excited about the workplace, consider providing them with more information. For example, you can tell them anything they may want to brush up on before they start, or you can send them information on you and your company so that they are as educated as possible before they begin.

You'll also want to watch your phrasing. Make sure you're genuinely selling your company and the opportunity to the candidate. Remember that just as the candidate is probably worried you may take away your offer, so too do they have the potential to take away theirs, because if they receive any other job opportunities before they start with you they are still in a position to take them.

Improving Recruitment and Hiring Better Applicants

There is always room for improvement in your recruitment practices, and it's important that you look at every avenue to ensure that you're not only hiring the best applicants, but also getting the most out of them and maintaining them for longer. If you're ready to see a significant change in your recruitment, make sure you contact Recruit Shop today – Australia's leading affordable recruitment service.

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*Liana Arena,
Education Centre of Australia*



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