

The art of the job offer

Approximately one in six job seekers turns down a job offer once they receive it.¹ An offer letter is your last chance to sell candidates on a role. Here are 5 areas to help you create a job offer they can't refuse, plus, the ADP solutions designed to help!



Always Designing
for People®

1. Be detailed

A detailed, branded offer letter is the final touch for delivering a winning candidate experience. Confirm all the terms and conditions you've discussed with the candidate. Include everything from the job title and role expectations to salary, benefits, and work location. Also, include a termination clause and acceptance deadline. Nothing in the offer should come as a surprise.

ADP® Recruiting Management is a complete, flexible solution that helps you deliver an optimal, personalized candidate experience from initial outreach to extending the job offer and beyond.

2. Be transparent

Salary

Many states are changing their compensation reporting to share wage range information with current employees and external applicants.² Show candidates their position in your salary band and provide details on how that number can grow.

Take the guesswork out of creating competitive salaries. Using real and observed data, **ADP DataCloud** helps you explore and craft salary bands based on total cash, base salary, bonus, overtime, and more across industries and locations.



Equity

Equity can be the red thread that ties employees' personal goals to those of your company. Showing candidates your company's growth and what it will do for them financially can get them excited and help "close the deal".

By analyzing real data from over 30 million employees, **ADP® Compensation Management** can help you create fair, transparent compensation packages including salary, bonuses, merit increases, stock awards, and more.

Benefits

Salary is just the tip of the iceberg. Candidates expect employers to provide benefits that address their personal and professional needs. Include everything your company offers such as unlimited vacation time, wellness funds, work-from-home stipends, etc.

ADP Benefits helps you craft benefits packages that meet the needs and expectations of today's multigenerational workforce. Supercharge the candidate experience by offering personalized lifestyle benefits that they can choose from with **Fringe**.

3. Be inclusive

Role expectations

Clearly state the candidate's position, manager and team. Highlighting some details about how they will contribute to the company initiatives will help them to see where they fit within your team and the company overall. List the ways they can stay connected with their managers and teams, such as regular check-ins and performance conversations outside your company's traditional review cycles.

Through strengths assessments and personal coaching, **StandOut® Powered by ADP®** helps you uncover your team members' superpowers and where they can make the biggest impact within your organization.

Work is personal.
Your talent strategy
should be too.



4. Be future-ready

Career growth

Job candidates expect to have the same opportunities for career growth and advancement regardless of whether they work in your office or remotely. Include a sample career path for their role that shows potential career growth within your company.

ADP Performance Management puts employees in the driver's seat of their careers with a defined performance process that facilitates ongoing coaching and collaboration with their managers. Using a combination of annual reviews and ratings, continuous feedback, and check-ins, employees and their managers can map a personalized career plan with key milestones and action items.

A path to advancement

"Can I really advance my skills and career here?" is a top question for many candidates. Show them how your company supports their career goals with brief examples of customized learning programs and resources they can take advantage of to accelerate their career growth.

Data from **ADP Performance Management** can flow into **ADP Learning Management**, connecting learning to critical development that aligns with employees' career goals. Managers can collaborate with their team members to develop custom learning programs designed to grow in their current roles or position themselves for new opportunities.

5. Be creative

Use the job offer to showcase your company's culture. Customizations such as a candidate's name, photo, and a personalized congratulatory message welcoming them to the team before going through the details of their offer and next steps helps in creating connection. Mention some of the company-sponsored events that they can take advantage of such as monthly wellness days, Summer Fridays, the annual chili cook-off, etc.

Not ready to hire top talent on your own? You're not alone. ADP can help you develop a winning strategy with a flexible **Recruitment Process Outsourcing (RPO) solution**. Our AIRS®-certified recruiting professionals can help you streamline your processes, identify top-tier candidates, and improve the quality of the hire.



Learn how ADP's full talent suite can help you land, hire and nurture the right talent.

Recruiting Management

Screening and Selection Services

Compensation Management

Performance Management

Learning Management

Employee Engagement

Succession Management

Recruitment Process Outsourcing

1. Glassdoor 2020 survey: <https://www.glassdoor.com/research/why-candidates-reject-offers/>
2. What California's Pay Transparency Law May Mean for You: <https://bit.ly/3GcFjkX>

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