**Making a Total Opportunity Job Offer**

Candidates tell us that while compensation is very important when evaluating a potential employer, it is fourth on their list of things they consider. You have a lot to offer any candidate. In addition to addressing compensation, remember to include the WIFM you identified in your interviews (See Interview Structure worksheet)

Always put the shoe on the other foot, and think about the opportunity in terms of what the candidate is looking for. This is especially important now, when you have one last chance to sell the candidate on your total opportunity. When you are presenting your offer, be sure you present the total offer and do not just focus on salary.

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|  | Answer the candidate’s main question:  What’s In It For Me? |

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| **Step 1 Match candidate priorities**  List candidate’s career priorities | How your opportunity matches  their priorities | |
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| **Step 2 Match candidate abilities**  List their abilities that you will use | Match their abilities and show how they will be utilized, recognized, and important | |
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| Step 3 **List the total opportunity**.It’s not just base**:** *bonuses? perks? commute? benefits? education? fun? future career ladder?* | |
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| **Step 4 Weave into script** | | |
| **Re-interview** | *How is your job search going? Have you received any offers? Has anything changed with your current employer or with your career plans?* | |
| **Match Priorities**    **What’s In It For Me** | |  |  |  | | --- | --- | --- | | *Let’s recap some of your priorities. You mentioned that you were looking for (Candidate Priority 1), in your next position.* | *and our position will offer the successful candidate*  *Priority 1 Match* (step 1)   |  | | --- | |  | | | *You were looking for  (Candidate Priority 2)* | *and our position includes Priority 2 Match* (step 1)   |  | | --- | |  | | | |
| **Match Abilities** | *In getting to know you, we are excited about your*  *(Ability 1)* | *We will benefit and celebrate with you when you put Ability 1 Match* (step 1)   |  | | --- | |  |   *into action doing* (step 2)   |  | | --- | |  | |
| **Confirm Interest** | *I think this opportunity is a good match for you. Do you agree?* | |
| **Make a Total  Opportunity Offer** | *I joined this company because I was so excited about the total opportunity available to me here. The person selected for this job will gain:* | *Priority match* (step 1)   |  | | --- | |  |   *Ability match* (step 2)   |  | | --- | |  |   *Total Opportunity List* (step 3)   |  | | --- | |  | |
| **Close** | *We have some very strong candidates in the running, but I believe that you will be very successful here. I would like to offer you the position. Would you like to accept it?* | |