How to Sell Your Business to Your Top Candidates

Wonderlic
Research shows that one of the main reasons companies lose out on great candidates is because of their inability to SELL open roles and career advancement opportunities.
In a job seeker’s market, recruitment is about **selling your company**. The typical top candidates are **gainfully employed**, and not in a state of desperation to be hired for your open position.

So, if you are stuck in the mindset that the only person who has to “sell” anything during a job interview is the applicant, you will significantly reduce the chances of hiring a top candidate.
When it comes to A-level candidates, you’re not just interviewing them . . . they are interviewing you too. Before you step foot in that conference room, you better prepare your sales pitch.

Here are 5 tips to help you sell your business to your top candidates.
List out the desired traits, experience and skills needed for the job. Then use this to create a compelling job description. Be sure to include key selling points about your company that will entice candidates to further pursue the opportunity.

We have Taco Tuesday every week!
Understand the position’s ins and outs, and go beyond the basic requirements to engage candidates. Develop a comprehensive success profile for the role – including its importance to the company’s overall success.

Your role will directly support our mission.

I love missions!
3. Emphasize Growth Opportunities

You’re not just selling a job; you’re selling a career move. Explain the position in its current state, then highlight its **growth potential**. Appeal to the prospect’s overall career needs for a **better chance** of winning them over.
4. Share Your Company’s Success

Everyone wants to be part of a winning team. Be sure to boast about your company’s current accomplishments, as well as the vision for potential growth.
5. Promote Your Culture and Flexibility

Make it clear that your company culture welcomes and supports high performers. In addition to traditional benefits, it is important to promote a solid work-life balance. Include any perks that are unique to your business such as special discounts, bonuses or company events.


3. 5 Points for Selling Your Employment Opportunity to a Candidate: (https://thevetrecruiter.com/5-points-for-selling-your-employment-opportunity-to-a-candidate/)