

Why Your Top Candidates Aren't Saying Yes

You have a position to fill and you want that perfect person. You have done your due diligence, hired a recruiting firm, interviewed several top candidates, and come up with an attractive compensation plan. Despite all of these efforts, your top prospects keep declining your offers. Why are so many candidates saying no?

Of course, there are many possible reasons why a candidate may turn down a job offer, and many of those reasons have nothing to do with the job itself. But not infrequently, there is a simple reason why candidates are saying no: because you delayed making an offer. *Too much time passed between the final interview and when the offer was presented to the candidate.*

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1 INTERVIEW	2 X	3 X	4 X	5 X
8 X	9 X	10 X	11 X	12 X
15 X	16 X	17 X	18 OFFER	19
22	23	24	25	26
29				

There is a time worn recruiting industry truism: “time kills all deals.” When a company is slow to extend an offer, a candidate is more likely to say no. This happens for several reasons.

First, the most sought-after prospects will often be fielding offers from multiple employers. A drawn-out interviewing process, coupled with a delay in extending an offer, increases the chances that these applicants will accept an offer with another company. When it comes to recruiting top talent, you need to act quickly; if you don't hire them, your competitors will!

Time is of the essence — and your interviewing and hiring process should reflect that reality.

Second, when there is a delay in extending a job offer candidates often form a negative impression of your company. They may assume that this delay is reflective of the broader corporate culture — and decide that they don't want to work for a business that cannot make decisions in an efficient manner. In contrast, when you make an offer in a timely fashion, recruits will see that your company is capable of taking well-informed, decisive action. They will be more likely to want to work for you as a result.

Third, candidates will become less excited about working for your company when there is a delay between the interview and a job offer. Candidates are typically most excited about new opportunities immediately after they meet with the hiring company. They may decide that they don't want to leave their current employer, or that other jobs might be a better fit. Sometimes friends and family or other influencers convince them not to relocate. Perhaps they will decide to wait in case another company could offer a higher salary or better benefits. Waiting more than a few days to extend a job offer almost always decreases a prospect's interest in your company — and will result in your best candidates saying no to your offer.

Ultimately, when it comes to interviewing and hiring, time is of the essence. Overly complicated, drawn-out interviewing and lengthy delays between interviews and offers will result in your company losing out on top talent. By streamlining your process and putting a premium on making offers efficiently, your company will start hearing “yes” a lot more often.