



# Mastering the Offer Process: A Guide for Hiring Managers



[AgHires.com](https://ag hires.com)



[sales@ag hires.com](mailto:sales@ag hires.com)

# Introduction

**For farm and agriculture employers, this eBook outlines best practices to master the job offer process.**

**Discover top tips from the agriculture recruitment experts including pre-offer advice, what to include in the offer letter, and strategic steps for successful offer extension to ensure you hire your top choice.**

# Pre-Offer: Setting You Up for a Successful Process

**A successful offer process starts far before the offer is even extended. Each interaction you have with the candidate will positively or negatively impact the likelihood of them accepting your job offer when the time comes. While searching for your next great hire, consider these 6 tips to set your offer process up for ultimate success.**



## **Prioritize the candidate experience.**

Be mindful of the candidate's experience throughout the entire process. Communicate clearly and frequently, be organized, and show them that you are committed to the hiring process. Remember, the candidate is vetting you just as much as you're vetting them.



## **Don't be afraid to talk numbers.**

Having transparent conversations about compensation and benefits early in the process helps eliminate any surprises and will help ensure you don't waste time on a candidate that ends up to be way out of range.



## **Sell the position and your company.**

When interviewing candidates, you have to sell them the opportunity. Why should they choose you over your competitors? Highlight your company culture, unique perks, and competitive advantage.

## Be transparent about the role.



While you need to attract the candidate and sell the opportunity, you also need to be transparent. The more upfront you can be about the ins and outs of the job, the schedule, and your weak points as an organization, the less likely you will hire the wrong person who you will later have to replace. Let the candidate know what they can expect in the role and as part of your team.

## Move with intention.



Top talent is being grabbed up fast. You can't afford to wait 2-3+ weeks between each interview, or you will likely miss out on securing your top candidate. Be thorough when vetting candidates, but move quickly.

## Bring your best offer.



In this competitive market, always assume that you are going to be up against other offers for your best candidates, because you likely will be. High-caliber candidates are rarely interviewing with only one company at a time. Bring your best offer to the table to avoid losing your candidate to another company's stronger offer.



# Why Candidates Decline Offers

In this market, candidates are being highly selective in their career moves, which has caused us to face more declined offers. Here are some of the most common reasons that candidates are declining:

**01**

Poor candidate experience during the interview process



**02**

Pay and/or benefits not competitive



**03**

Simply "shopping around" and staying with their current employer



**04**

Accepting a better offer from another company



**05**

Leveraging the offer to secure a counteroffer from their current employer



These factors prove the importance of the candidate experience, and how bringing your best offer to the table will help seal the deal with your perfect candidate.

# The Official Offer Letter: What to Include

What should be included in your official offer letter to the candidate? Let's break it down.



## General Information

- ✓ Target start date
- ✓ Company name
- ✓ Job title
- ✓ Work location (address, or remote/hybrid)



## Pay & Benefits

- ✓ Compensation package - Salary or hourly pay plus any bonus or commissions
- ✓ PTO: Vacation time, sick days, paid holidays, leave programs
- ✓ Health, dental, vision insurance details
- ✓ 401k/retirement contribution details
- ✓ Any company-provided equipment (Cell phone, laptop, vehicle, etc.)
- ✓ Relocation or housing benefits (if applicable)
- ✓ Other company perks



## "At Will" Employment Statement

- ✓ Example: "Although we hope your relationship with us will be long-term, either you or the company may terminate this relationship at any time for any reason (i.e. at-will basis), with or without cause."



## Response Instructions & Deadline

- ✓ Example: "Please sign and return a copy of this letter by {DATE} to acknowledge your acceptance of the terms described herein."
- ✓ We recommend a response deadline between 4-7 days
- ✓ At the bottom of the letter, add lines for the employee signature and date



## Contingencies

- ✓ Note if the offer is contingent on a pending background check, drug screen results, or any other pre-employment requirements

# Extending the Offer:

## 5 Strategic Steps

**While you may assume that extending the offer is as simple as that; extending it – there are additional steps you should take for a smooth, professional, and more strategic process.**

**Once you've found your top candidate and are ready to make them an offer, we recommend the following steps:**



### 1. Write the Draft

Draft your offer letter, but don't send it to the candidate just yet. Include all the essential details listed on the previous page.



### 2. Call the Candidate

After drafting your letter, call the candidate to present the offer verbally. Go over all the important details such as compensation, benefits, and start date. Let them know you will also be sending the details in writing.



### 3. Get Feedback

After verbally reviewing the offer details, ask what the candidate's initial thoughts are. Assure them that you're not looking for an acceptance or decline, but would just like their initial thoughts. This will give you a chance to get a pulse-check if the offer is appealing to them. Listen for any hesitancy in their response. This is an opportunity for you to address any questions, concerns, or gaps to make the offer stronger, if necessary.



### 4. Email the Offer Letter

Right after the call, send the candidate the offer letter document via email. This is also a good time to remind them of the response deadline by adding it to the body of the email.



### 5. Wait Patiently

Now you wait. Ideally, the candidate accepts your offer right away, or talks it over with their spouse or family for 1-2 days, but ultimately decides that your organization is one they want to join. Let the candidate take the time they need to decide within the response deadline you provided.

## What if They Decline?

If the candidate declines your offer without giving you any reasoning, feel free to ask if there are any ways to make the offer (or hiring process) more appealing. While you may be able to still win them over, don't force what isn't meant to be. If the candidate is making it clear that the job isn't the right fit, you must accept that. Take any feedback they share to improve for next time.

Even after a declined offer, it's important to always end on a positive note with each candidate. Not only for the sake of your company's reputation, but perhaps the candidate could be a fit for one of your future openings.

## They Accepted! Now What?

Congratulations on a successful hire! Share your excitement with the new hire and let them know you're thrilled that they are joining your organization. Provide clear instructions regarding the next steps, their start date, and what they can expect for onboarding.



**Finding your perfect candidate feels exciting and hopeful, but it's important to not let your excitement cause you to fumble in the final, most important step.**

**Next time you're hiring, use these strategies to help ensure a smooth offer process that results in a fantastic new hire joining your team.**



## **Need help hiring? Let AgHires do the heavy lifting!**

**Our team of expert ag recruiters are ready to help you find your next hire, from equipment operators to sales reps to C-suite leaders. We're known for tackling tough-to-fill roles and being extremely selective on the candidates we present. We're here to serve as your talent advisor through every step of the process.**

**To learn more about our recruiting services, visit [AgHires.com](https://www.aghires.com) or contact us at [sales@aghires.com](mailto:sales@aghires.com).**