

# Recruiting Checklist

## 10 Tips to Attract & Convert Quality Talent

### Find out what each applicant really wants from your job

Understanding an applicant's priorities can help you determine if they are the best fit for your business – and vice versa.

### Ask about the perception of your company

This will give you a sense of how your business is viewed on the open job market – and what you might need to do to start winning over more applicants.

### Make sure they know what they're applying for

If applicants can easily understand your job description, they can better assess their interest in your job and save your time and energy chasing applicants who ultimately aren't interested.

### Prepare to - frankly - discuss compensation

To compete with the rest of the job market, consider posting the salary range for open positions, or at least providing transparency when speaking with them.

### Be transparent about your hiring process

From the number of rounds of interviews to your anticipated timeline for making a decision, keep applicants informed as you approach your decision.

### Ask applicants to go beyond their resume

Job potential can be hard to represent on a piece of paper. Ask applicants what their resume may not reveal about their potential as an employee.

### Encourage transparency about competing offers

This gives your business the chance to make a counter-offer and beat out the competition for one of your top candidates.

### Request feedback about your hiring process

Whether applicants accept your offer or turn it down, this feedback can help you identify ways to optimize your hiring process.

### Take your time

Competing offers and hiring deadlines can cause decision-makers to rush a hiring decision before fully evaluating all options. While there may be pressure to move quickly, it isn't worth hiring the wrong candidate.

### Never lose sight of the larger job market

The labor landscape can change quickly. From a tightening job market to higher wages being offered for jobs comparable to the ones you need to fill, recruiting must always consider the job market they're going up against, and change practices and recruiting offers to keep pace and retain the interest of applicants.