



The Definitive Guide to

AN OPTIMIZED

OFFER LETTER EXPERIENCE

Get to a **quick yes**, every time



This is your definitive guide to creating a differentiated offer letter experience.

Whether you're a leader overseeing the process, a stakeholder signing off, or a recruiter coordinating delivery, we've got you covered.

In the pages that follow you will learn:

- How the offer process impacts your whole hiring strategy
- Best practices for templates, process, and what your candidate sees
- The business value of a compelling offer letter

Take notes, jump ahead, share what you learn, and revisit when you need support.

[Remember, we're here to help if you have any questions.](#)

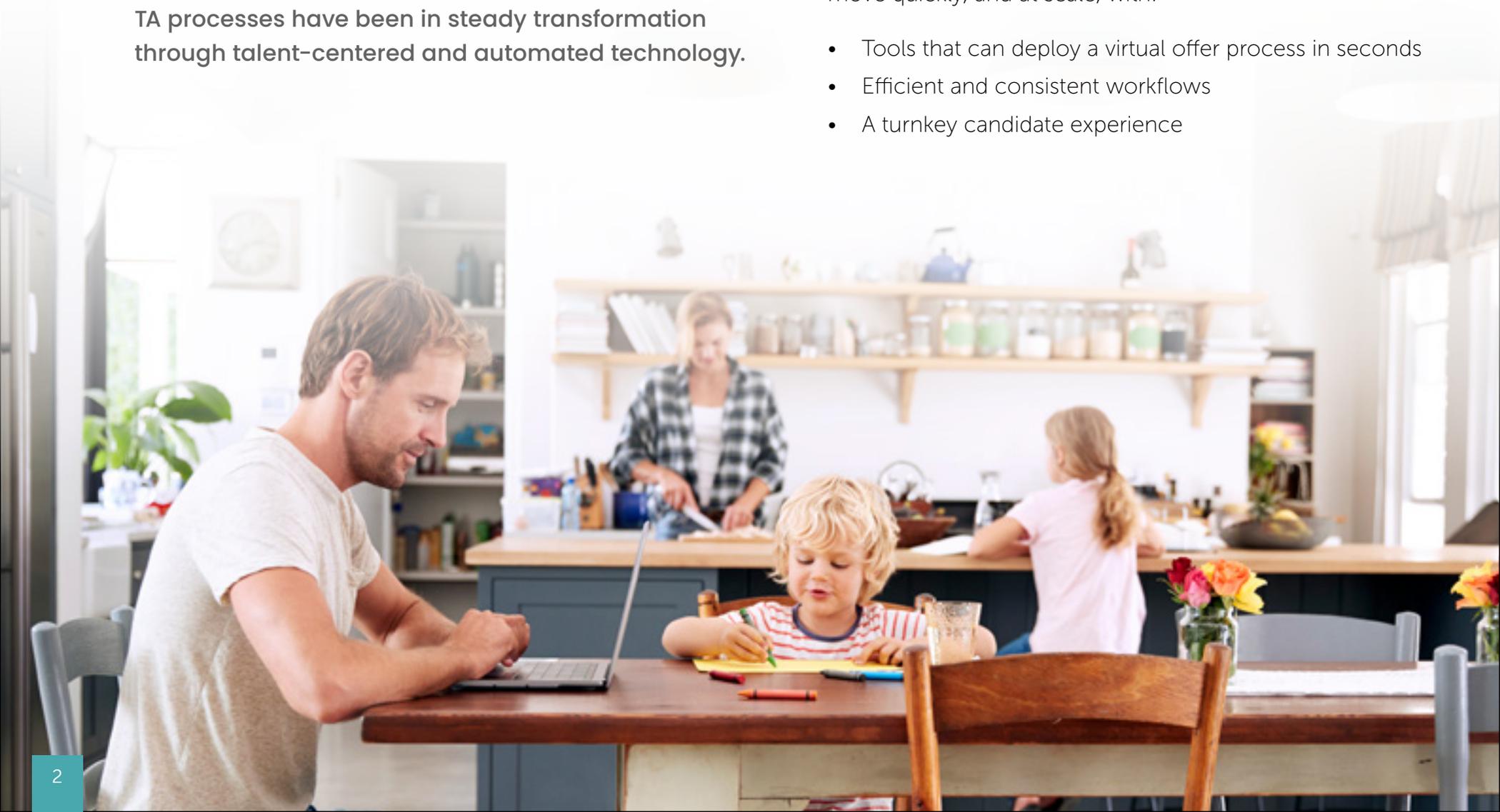


The now of work

Remote hiring processes are the new normal. Strong, collaborative hiring practices are now defined by speed and precision. Traditional TA processes have been in steady transformation through talent-centered and automated technology.

While unexpected times are a challenge, they're also opportunities to work better. Let's learn how to move quickly, and at scale, with:

- Tools that can deploy a virtual offer process in seconds
- Efficient and consistent workflows
- A turnkey candidate experience



Level Set: Why place so much emphasis on the offer?

Imagine this: As the top recruiter, you're tasked to fill a set of new roles vital to executive priorities. You've been working in overdrive for days to find competitive candidates with the required skillsets. The hiring process was fast tracked with the green light given from legal to extend verbal offers. Things seem great until the approval process begins to drag. You finally get a formal offer to the candidates, but in the meantime, one offer has been rescinded and one candidate has already accepted an alternative offer.

Business resources—including your time—are wasted and you start the process all over again.

Factors that complicate the offer process:

- A fast-paced and highly competitive hiring industry
- Multiple templates and clauses with changing verbiage
- Various locations and hiring types
- A well-known brand visual to carry across documents
- Long approval chains
- Reporting challenges between your candidate and employee systems of record

THAT'S WHY THE **OFFER LETTER** IS A CRITICAL STEP BETWEEN NURTURING A CANDIDATE AND ONBOARDING A NEW HIRE. AND IT FUELS THE ENTIRE **HIRING CYCLE**.

Take a moment of reflection.

Ask yourself these 9 questions

- 1** Does my offer letter have a professional look and feel that represents my employer brand?
- 2** Is my team able to turn around and extend offer letters fast?
- 3** Are there bottlenecks in my approval process?
- 4** Is my team well equipped to create offer letters specific by role or hiring type?
- 5** Have I seen an offer letter go out with a mistake?
- 6** Do we have clear and consistent processes
- 7** Can I report back on offer status?
- 8** Is my team able to collaborate and quickly revise?
- 9** How much work does my team complete manually today?



Breaking it down:

Competitive Offer Letter Best Practices and Utilizing a Template

Strong opening that creates a good impression, even among skimmers

Accurate and clear details around compensation, benefits, timing and location

Links to company news page or social outlets to **stay connected**

Recognizable, consistent, and professional **branding**



The screenshot shows an offer letter template with the following sections and callouts:

- Strong opening:** Points to the opening paragraph: "Dear Brian Golden, We are pleased to offer you the position of Retail Store Lead with us here at CPTech where we hope you will enjoy your role and make a significant contribution to the success of the business."
- Accurate and clear details:** Points to the "Position" section: "Retail Store Lead reporting into Tom Fitch." and the "Compensation" section: "You will be compensated bi-weekly for a total of \$65,000 annually. You are also eligible for commission pay at a rate of 20% relative to reaching quota set by your manager."
- Brand callout:** Points to the icims logo in the top right corner.
- Signature prompt:** Points to the text: "Please [click here](#) to review and accept your offer."
- Signature prompt callout:** Points to a "Sign Your Signature" pop-up window with fields for name, email, and a signature area.
- Strong closing:** Points to the closing text: "We are looking forward to having you as a member of the team. Should you have any questions, please do not hesitate to contact me."
- Stay connected:** Points to the footer: "Thank you, Chris Miedema, chris.miedema@cptech.com" and social media icons.

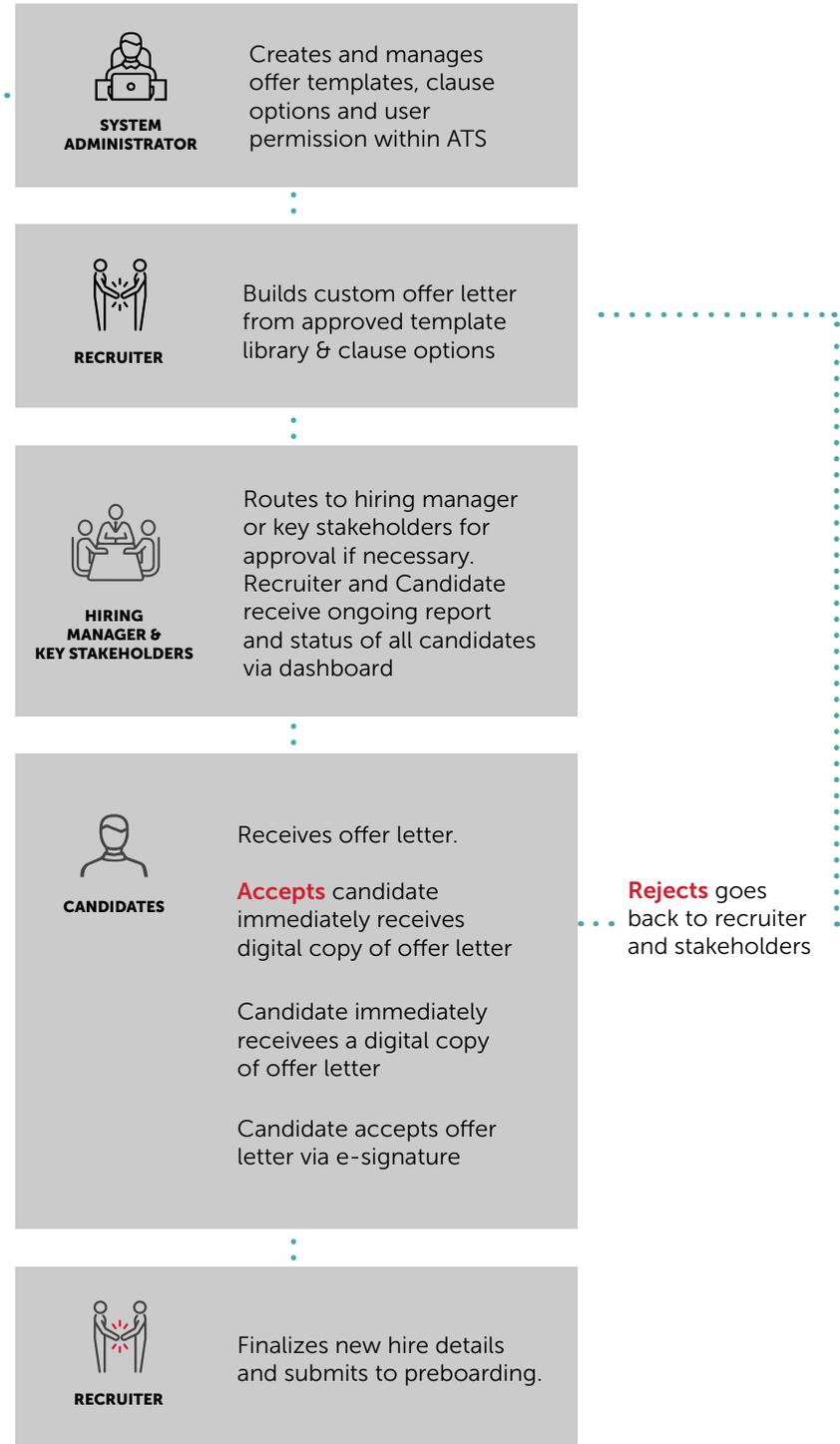
Competitive offer letter best practices | The candidate's experience

How do you achieve the right number of touchpoints to maintain compliance, approval, and speed?

The process to create and manage the offer template is equally as important as the letter itself. Lack of version control, rules, and lack of visibility unnecessarily complicate the process.

What does good look like behind the scenes of the offer letter?

The truth is, every organization is different, but here's a sample workflow you can build off to get up-to-date, compliant letters to the right candidate, every time. ►

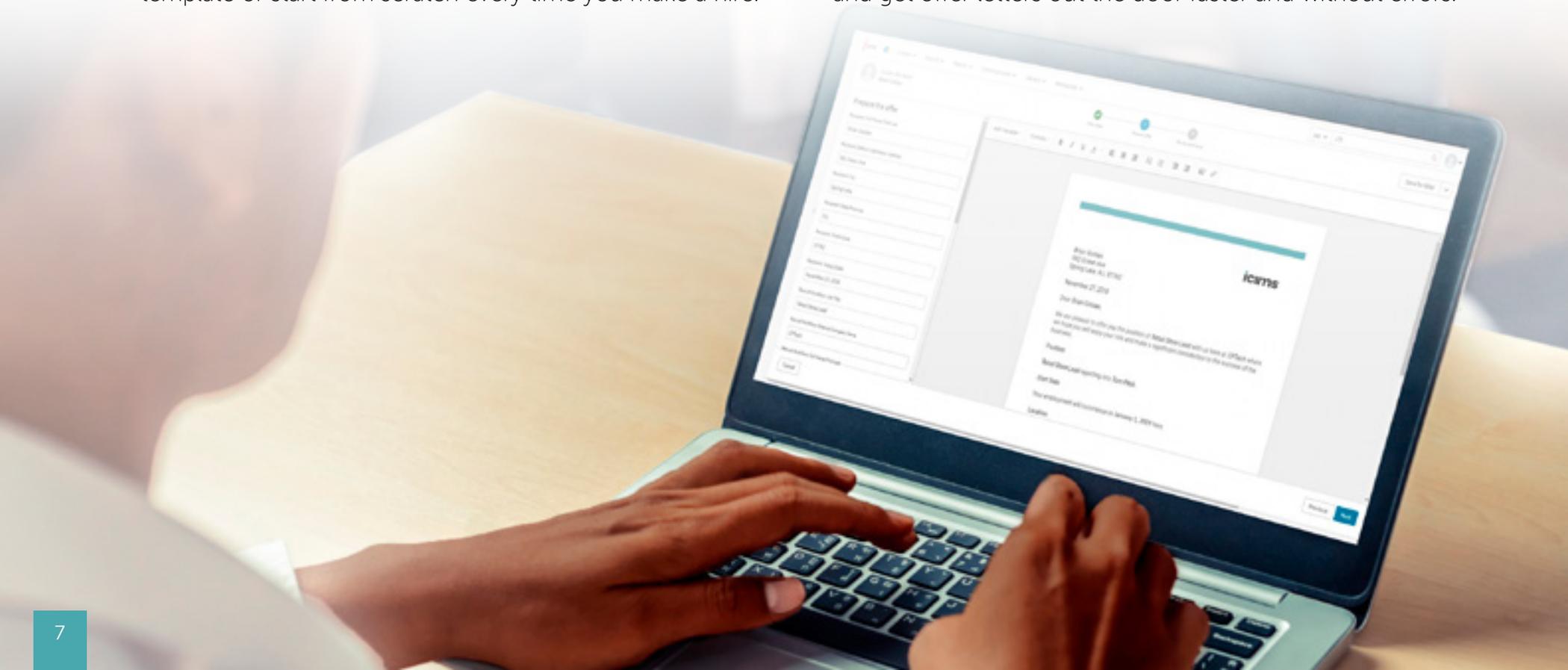


How can you smooth out your process?

Combining a dedicated offer management solution to your ATS through a seamless, pre-built integration.

When these two key systems are connected, offer letters are built directly from approved template libraries and sync with your existing hiring workflows for full accuracy. Configurable templates also eliminate the need to revise an existing template or start from scratch every time you make a hire.

Access to pre-approved templates and clauses provides accurate language that can be easily tailored for each candidate and reduce compliance risks. Defined workflows, permissions, and approvals reduce internal back-and-forth and get offer letters out the door faster and without errors.



Competitive offer letter best practices | A candidate's view

What does a strong template and efficient process mean for talent?

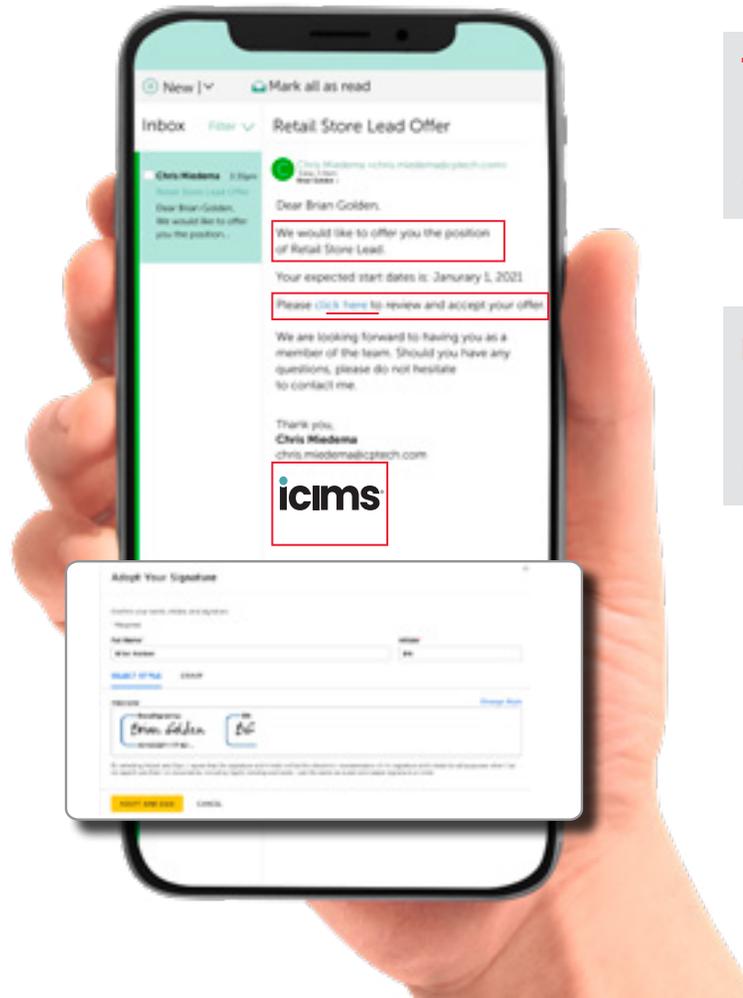
You know your process from verbal offer to official letter is seamless when candidates don't have time to give it a second thought. In other words, they feel:

Relief:

Offer letters that reflect verbal conversations and clearly outline terms to make signing off simple

Control:

Remove obstacles from signing offer letters with e-sign capabilities and digital copies stored in a new hire portal



Trust:

Formal offer letters are sent promptly after a verbal confirmation

Excitement:

Professional look and feel of the company or culture they're about to join



CASE STUDY

ROI in Action

Reduced offer approval time by
3.5 days

Cut offer acceptance time by
50%

Dropped time to perform background to
1 day

0 requests
for copies of offer letters
with self-serve access for
all employees

Where to Benchmark Success

Offer Approval Time	Under 48 hours from verbal offer to formal signed offer letter
Acceptance Rates	90% or higher ¹
Retention	90% or higher ²

“The key is making things as easy as possible for the candidate. Now they can access their documents with the click of a mouse. But it’s more than that. It’s also a lot easier for us as users and has certainly sped up the hiring process.”

Erin Suth

Senior Manager of Talent Acquisition
Peet’s Coffee

¹⁻² Workable

Final Checklist

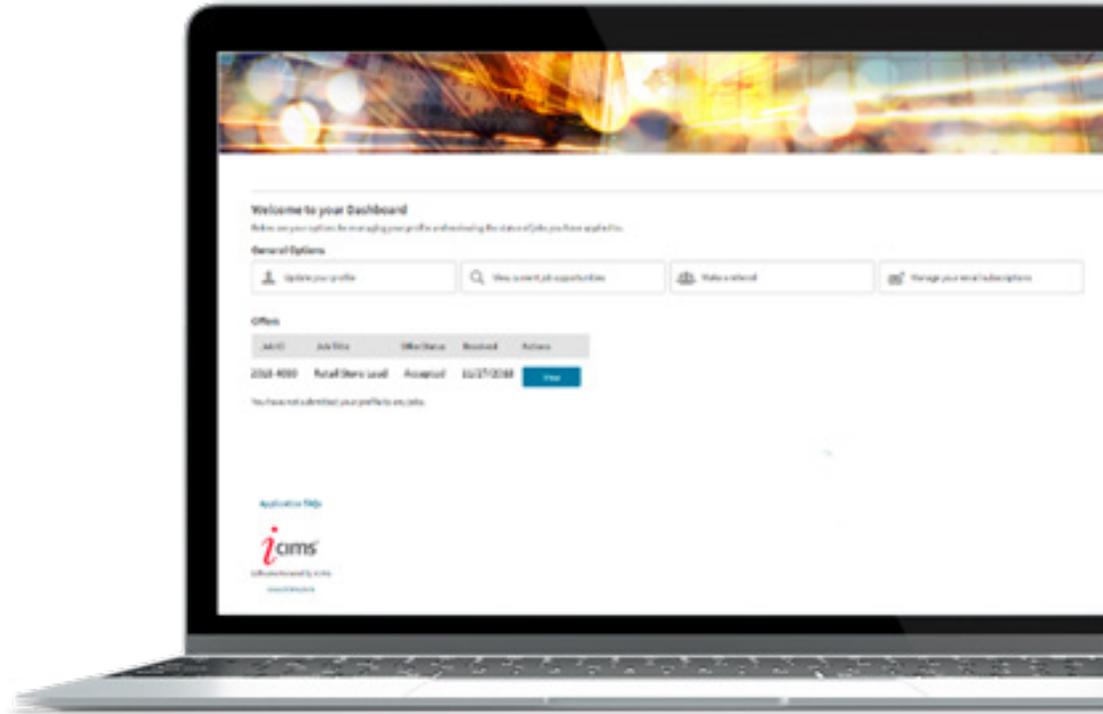
How to Inspire Action with Your Offer Letter

- Be transparent with talent on what they can expect from you before the process begins
- Make revisions and approvals as quickly as possible
- Sync offer letters directly with your ATS for consistency
- Keep offer letters clean and professional to reflect the feel and tone of your employer brand
- Provide regular updates to hiring managers about where candidate is in the process
- Manage approvals in one centralized system
- Seek out declined offer feedback to bring back insight to your hiring team
- Proactively use trends in reporting to identify bottlenecks before they cost you a hire
- Build your talent network using AI-enabled talent matching to identify ideal candidates

iCIMS' Offer Management

iCIMS clients benefit from the only end-to-end job offer management solution on the market. We saw a crucial need to equip recruiters to manage the entire offer process within the same software they're working in all day long. We're proud to watch as they reduce manual tasks, eliminate manual solutions, limit compliance risk and get offer letters out fast.

[SIGN UP FOR A DEMO](#)



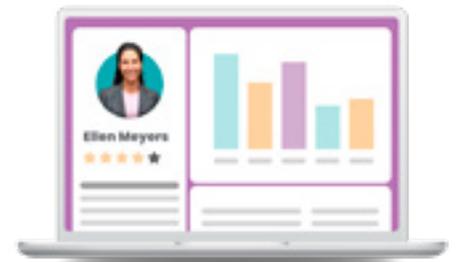
Winner of **Awesome New Technology for HR 2018**

"iCIMS gives businesses the tools they need to create a repeatable, consistent process to manage offers, and reduces the risk of losing candidates so late in the recruiting process. iCIMS improves the hiring experience for candidates, recruiters and hiring managers."

– **Research Manager, Emerging Trends & Technologies,**
Talent Acquisition & Staffing Services, IDC



icims[®]
The Talent Cloud



Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.

See it in action www.icims.com/see-it-in-action