

How to Make an Offer Your Top Candidates Won't Turn Down

Winning top talent in today's competitive job market, especially within the hospitality industry, requires more than just a great job description. Candidates, particularly those with in-demand skills, have the luxury of choice. The old playbook of posting a job and waiting for applications is no longer enough. We have to change our mindset from filling a vacancy to creating a compelling experience for every candidate.



Think about it: the hospitality industry thrives on exceptional guest experiences. We know how to anticipate needs, provide clear communication, and make people feel valued from the moment they walk through the door. Why wouldn't we apply that same philosophy to our hiring process? By making the candidate feel seen and valued from the first interaction, we dramatically increase our chances of them accepting an offer.

Here's how to elevate your hiring process and make an offer top candidates **won't turn down.**

1. Move with Speed and Purpose

In a fast-paced industry like hospitality, a slow hiring process is a liability. Top candidates are likely interviewing with multiple companies at the same time. The longer you take to extend an offer, the more time a competitor has to swoop in.

A drawn-out interview process also sends a subtle message that your organisation isn't truly interested. This can be a major turn-off. While it's important to be thorough, you must also be efficient. Aim to make

a decision quickly and keep the momentum going. Every day that passes is an opportunity for your ideal candidate to accept another offer.

2. Master the Art of Communication

Even with a quick process, communication is key. A recent survey revealed that 62% of professionals lose interest if they don't hear from an employer within two weeks of their initial interview. Don't let yourself or your candidates disappear into a "black hole" of silence.

Be transparent from the start about your timeline and then stick to it. If there's a delay, send a quick update. This doesn't have to be a long email—a simple text or email saying, "We're still reviewing applications and hope to have an update for you by the end of the week," can make all the difference. Regular, proactive updates show respect for the candidate's time and keep them engaged.

3. Highlight Your Brand's Strengths

The best candidates are looking for more than just a job; they're looking for a company that aligns with their values. In hospitality, this often includes a commitment to diversity, equity, and inclusion (DEI).

Showcase your organisation's diversity by having a range of people involved in the interview process. When a candidate sees people who look like them or have similar backgrounds represented at different levels of the company, it builds confidence that they can grow and thrive there, too.

Authenticity is also paramount. Be honest about both the pros and cons of the role and the company. If there are known challenges, address them head-on and share what you are doing to improve. For example, if you've been impacted by high turnover in the past, explain the specific initiatives you've launched to improve employee retention and satisfaction. This transparency builds trust and shows that your organisation is proactive and cares about its people.

4. Create a Human Connection

Go beyond the standard job description. To truly connect with a candidate, you need to understand what motivates them. Ask questions that reveal their passions, not just their qualifications. For example, "When was the last time you felt truly proud of your work in hospitality, and what were you doing in that moment?"

Once you have this insight, you can tailor your pitch to what matters most to them. If a candidate is passionate about creating unique guest experiences, highlight how this role would allow them to do just that. This personalised approach shows you've done your homework and are genuinely invested in them as an individual, not just another resume.

5. Discuss Compensation Early and Often

No one likes surprises, especially when it comes to money. Be upfront about the compensation range early in the process. This ensures you and the candidate are on the same page and avoids wasting anyone's time.

When you get to the offer stage, the compensation should meet or, even better, exceed the minimum of the range you discussed. In a competitive market, a slightly higher offer can be the final touch that makes your opportunity irresistible.

6. Make the Offer an Event

When you are ready to make a formal offer, don't just send a generic email. Make it a celebratory moment. Start the conversation by sharing positive feedback from the interview team. Tell them specifically what impressed everyone. This affirms their skills and makes them feel like a valued part of the team before they even accept.

Then, have the hiring manager or other team members reach out with a personal touch. A quick call or a personalised email saying, "We're so excited to have you join us" can build an immediate sense of community. This makes the offer feel less like a transaction and more like a welcome invitation.

By treating the hiring process like the guest experience you would provide in one of your properties, you can stand out from the competition and secure the best talent in the industry. It's about building relationships, demonstrating respect, and showing candidates that your organisation is a place where they will be valued and can truly thrive.