

Selling your company and job opportunity.

If you like what you've heard in an interview, be sure the candidate leaves enthusiastic about the opportunity with your company. Whether you intend to make an offer immediately or will need to refer the candidate to others for additional interviews, don't assume that candidates are ready to take your job! If you like this person, chances are other employers will be favorably impressed also, so you need to highlight the benefits of working for you.

Try this: Emphasize positive points relating to your industry, company, position and job environment and values.

1. Industry -- What are the forecasts for growth in your industry? How about industry stability? Is it a cyclical industry?
2. Company -- How does your company compare with your competitors? What was your growth for the past 3-5 years? What are your projections for the next 3 years? How will those goals be achieved?
3. Position -- If the position is available because of a recent promotion or company growth, that's an important selling point. What will the candidate gain in career growth? What is the visibility of this position and its impact on the company?
4. Job environment and values -- What are your corporate values? What tangible evidence is there that your corporate values are being demonstrated? Describe your physical facilities.