

# CANDIDATE INFLUENCE IDEA GENERATOR

Good candidates usually have choices; you will need to “sell” the best people in order to get them. The omission of an influencing effort can inadvertently send the wrong message. Good candidates expect it. How do you do it? Emphasize features and benefits.

**Feature** - a *relatively* unique characteristic about something, such as your company, the position or working for you. It distinguishes you from others.

**Benefit** - the restatement of the feature into a statement of the advantages of this feature to the interviewee.

## Plan it - don't wing it!



**A. THIS COMPANY IS A GREAT PLACE TO WORK BECAUSE:**

---

---

---



**B. THIS POSITION IS A REALLY GOOD POSITION BECAUSE:**

---

---



**C. AS YOUR MANAGER/CO-WORKER I CAN AND I WILL:** (a critical selling point)

---

---

---

## Tip #10

Be prepared to influence the candidate. State the benefits to this person of this job, working for you, and working for this company