

UNCOVERING WHAT THEY OFFER

Scripted Dialogue: *In my experience, there is so much more to the financial offer than simply the 'base salary' that most recruiters will cover with you. I can pinpoint so many great hires that have happened not because the base was higher, but because I was informed enough to be able to walk that candidate through the components of the entire offer. I'd like to get a copy of the benefits summary that you might give a new hire, but also spend some time on the additional components of a financial decision.*

- What is the base salary?
 - **OR** What is highest amount you could see offering on a base? What would you prefer to pay? What is the low end of the scale?
- What is the bonus potential? How is the bonus calculated?
 - How often are bonuses given? Month/quarter/year?
 - Is a new hire immediately eligible for bonuses?
 - Over the last 12 months on average, how much does someone in this role bonus?
 - Do bonuses coincide with reviews? How often do performance reviews occur?
- What is the vehicle allowance or company vehicle? Is mileage reimbursed – if so, how much? Any allowance for tolls, bridges, or parking?
- What expenses do you cover when relocating a candidate? (Examples: packing, moving, unpacking, trip(s) to see the area for candidate/spouse, house hunting trip(s), temporary living expenses, en route expenses, closing costs, lump sum for miscellaneous, etc.)
- Once I have reviewed the health insurance and benefits package, is there anything else that is important for us to cover? What is the out of pocket cost?
- What is your 401k match? How long is the vesting period? Has the matching amount changed at all in the past five years?
- Do you have a profit sharing program? What needs to occur for associates to participate in that program? What amount would someone in this role expect to earn annually from profit sharing?
- Is there an opportunity for employee ownership? Expand.
- Are there any other benefits that are above and beyond those of your competitors? (Laptops, cell phone, gym membership, credit union, sports tickets, on-site daycare, etc.)
- What is your vacation policy/sick days/personal time off during the first 12 months? Is it a rolling accrual or 'use it or lose it'? How does that policy change based on years of tenure at your organization? What about maternity leave?
- Do you pay for or have an allowance for continuing education, outside training, professional memberships or association fees?
- Has anyone done a recent salary survey to ensure that your salary range is competitive?



Red Flag: *Based on your industry assessment, the salary range this client is looking to offer is not competitive with what you've seen in the industry.*

- Based on my experience, I am concerned that the financial package might not land the caliber of candidate you are looking for. I would like to conduct a salary survey throughout my course of recruiting calls; once I've gathered that info from, say 200 candidates, are you open to potentially adjusting your salary range accordingly?
- Not everyone is looking for a lateral or higher compensation move when they make a change. However, I need to have a solid understanding of the other benefits that are offered to outweigh the financial piece of making a move. What else do you think are the biggest differentiators between you and your competition?
- What are the strongest reasons you've seen recent hires come to work with you, outside of compensation?
- Which carries more weight – someone fitting into the experience and background qualifications that you are looking for, or someone fitting into the salary parameters that you have set?
- How many offers have you extended recently that were turned down? What can we do in the future to ensure that doesn't happen again?