

CANDIDATE COMMUNICATION DO'S & DONT'S

What to say and not say:



Do:

- Be sincere, and professional. Remember, this is business to you, but very personal to the candidate. It is their livelihood.
- Let the candidate know as soon as you have made a decision, don't wait until the end of the process.
- Thank the candidate for the time, effort, and research they put into learning about your organization. It is a sincere compliment to your organization that they want to be a part of it.
- Describe specifically the main factor or factors that contributed to your decision, but keep it high level. Let them know where they had weaknesses in their background or resume. For example, not enough experience in XYZ. Or better, another candidate had stronger background in that area. (Caveat: If the candidate seems overly argumentative, do not use specifics.)
- Encourage them to apply for another specific position, if applicable. Make sure they have the skills for the position and that you think they would have a good chance of landing that role.
- Recommend experience they could get or areas they could work on to be a better candidate. For example, if they blew the interview, give them an example of how they could do better next time and how they could prepare. Better to say something like: "It didn't appear that you did much preparation for the interview" rather than "you did not interview well".
- Aim to keep your rejected candidate as a future candidate, or at least a future customer of the business. (Send a discount coupon, or something to connect them to the business, if appropriate.)
- Make the call short and sweet.



Don't:

- Beat around the bush, come straight to the point.
- Use the word "rejected", but rather "selected another candidate". Choose your words carefully.
- Lead them on.
- Mention anything that could be deemed discriminatory or is open to an argument.
- Act like you are the candidate's friend.
- Leave a text, voicemail, etc.