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WHITE PAPER

The Power of Thank You



Employers take a simple thank you note as a sign of a person's loyalty and interest in the job, and it's a nice professional touch to round out an interview. A simple thank you note is often overlooked but can ultimately help employers distinguish the right candidate. For example, in the case of three very competitive professionals where the employer decides who should advance to the next interview stage, a well-thought-out thank you note (sent within 24 hours) can be the deciding factor.

A general rule of thumb: *Engage until you've decided the job isn't for you, then disengage. Once a door has closed, it can be tough to open it again.*

A thank-you note doesn't mean accepting an offer; it's just something that conveys "yes, I'm still interested" and, if done well, strengthens your candidacy. Put your most compelling, polished self forward immediately and decide later what your answer will be if you get an offer.

Typical thank-you notes will show appreciation for the interviewer's time and point out personal connections made during the conversation (e.g., education history, similar hobbies, family connections, or company experiences).

These are all great tactics to keep you top of mind; however, the most effective thank-you notes will also include three primary topics: **what's in it for the company, what's in it for you, and a prompt for next steps.**

What's in it for the company?

Show you were listening (and writing the letter about more than just yourself) by summarizing the key points from the interview. Consider where you and the employer were on the same page about expectations for the role. Identify recognizable goals or skills the potential employer believes you could accomplish and outline them in a few key statements. Demonstrate past metric-driven accomplishments that fit the company's needs. Try not to focus on faraway future projects, as most employers want to know that you are interested in the work today and can hit the ground running.

What's in it for you?

Tell the employer why you want the position. Employers want to know that you are interested in the role for the right reasons.

Company executives invest in hiring candidates who won't settle. They want to hire someone who seamlessly fits in with their culture, is enthusiastic about the future, and is excited about the company's technology/products. Refer to these hiring motivations when designing your outline in a point-by-point manner when closing out your letter.

Prompt for next steps

When do you ask for the job? Early and often! Constantly asking for the job can be a tiebreaker, especially if asked with enthusiasm.

You can ask for the job with a statement as simple as "I am beyond excited about this opportunity and hope to hear from you soon."

Or, in an intermediate level close, you might say, "I am excited about advancing to the next stage in the process and am happy to provide any additional information to you in the meantime. When do you think you'll have a decision?"

A hard close might sound like, "I haven't felt this comfortable about an opportunity in a long time, and I'm looking forward to entertaining an offer. When can we begin discussing preliminary details?"

Food for Thought

Before accepting the job:

- Think about all the intangible benefits rather than fixating on the money.
- Focus on the total value of the offer: responsibilities, location, travel, flexibility in work hours, opportunities for growth and promotion, perks, support for continued education, and so forth.
- Think not just about how you're willing to be rewarded but also when.

Reach a decision quickly and always acknowledge a job offer within a few hours. An employer who asks whether you would immediately accept an offer tomorrow may be interested in knowing if you are genuinely excited about the job (not trying to box you into a corner). Most employers understand people need time to think about a significant opportunity. If questions remain, now is the time to outline them during the offer stage. A general rule is two-to-three days for a final response.



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