

01 · WHY THIS STAGE

An offer with no owner is *a decision made without you.*

Seven offers out, ageing from twelve to forty-four days, and not one of them owned — that is the state of most desks I open. Candidates who accept decide in about two to three days; the ones who decline take around six. So the offer window is not two weeks. It is five days, and it has exactly two decision points in it.

Source: Ashby offer-acceptance report, 230k offers.

02 · THE CADENCE

WHEN	WHO	CHANNEL	THE JOB OF THE TOUCH
Day 0	Recruiter	Phone, then email	Verbal first, written within the hour. Name the deadline out loud.
Day 1	Named owner	WhatsApp	Open the door to the awkward question before they ask it at home.
Day 2	Named owner	Call	Decision point one. Accepters have decided by now — ask where they're leaning.
Day 5	Named owner	Call, then email	Decision point two. Past here it is a decline that hasn't been said yet

03 · THE THREE RULES UNDER IT

- 01 One name against every offer. Not the desk, not the team — a person who picks up the phone on day 2.
- 02 The deadline is said on the call, repeated in the email, and never quietly extended.
- 03 A counter-offer conversation is scheduled at day 1, not reacted to at day 6.

04 • THE FOUR MESSAGES

Say it in their words, *not the contract's.*

DAY 0 • PHONE, WITHIN THE HOUR OF SIGN-OFF

“They’ve signed off — the offer is [package], starting [date]. I’m sending it in writing in the next hour. I’ll need an answer by end of Friday, and I’d rather have a straight no than a polite maybe. Between now and then I’m your person for anything: [name], [number].”

DAY 0 • EMAIL • SUBJECT: OFFER — [ROLE] AT [CLIENT]

Three things only: the package in full, the start date, and the date you need an answer by. Everything else is an attachment. If the email needs a scroll, the candidate reads it on their phone and forwards the confusion to someone at home.

DAY 1 • WHATSAPP, FROM THE NAMED OWNER

“Hi [name] — no chase, one question. Is there anything in that offer you’d want to talk through before you show it to anyone at home? Happy to take the call tonight if that’s easier.”

DAY 5 • CALL, THEN EMAIL — THE CLOSE-THE-LOOP

“I’d rather have a no today than a maybe next week — it’s the same answer, it just costs you less. If it’s a no, tell me what would have made it a yes and I’ll take that back to them. If you need until Monday, say so and I’ll hold it properly instead of us both pretending.”

05 • DAY 2 — THE ONLY SCRIPT THAT BRANCHES

Open with: *“Most people know by about now. Where are you leaning?”* Then:

- Yes** → Get the start date confirmed on the call and send the resignation-conversation note the same day.
- Unsure** → Name the thing they’re unsure about out loud. Book the call that resolves it inside 24 hours.
- Quiet** → Assume a counter-offer is on the table. Ask directly; it isn’t rude on day 2.

06 • THE SHEET

One tab, one number: *how many offers are past day five.*

- 01 Copy the sheet: thepipelinefixer.com/sheets/recruitment-offers — every live offer gets a row the day it goes out.
- 02 The owner column may not be blank and may not be a team name.
- 03 Read it at Monday stand-up. Anything rust gets a call before lunch.

07 • THE SCORING KEY

0-2 days	Inside the window. Nothing to do but the cadence.
3-5 days	Watch. Owner calls today, not tomorrow.
6+ days	Leaking. This is a decline that nobody has said out loud yet.

08 • WHAT TO DO WITH YOUR TOTAL

Fill in the sheet, send me the total,
and I'll tell you *what it says*.

Reply to help@thepipelinefixer.com with two numbers — offers out, and how many are past day five — and I'll write back with what that ratio usually means and which touch is missing. No call needed. For the whole pipeline rather than this one stage: thepipelinefixer.com/leak-check.