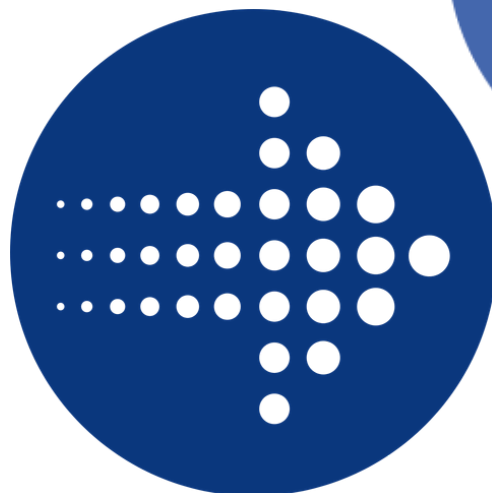


memployer

Why Your Sales Job Ads Aren't Working

and what actually gets
top performers to
respond



Most job ads don't fail because of a lack of candidates.

They fail because they attract the wrong ones.

If your ad reads like a job description, you're filtering in active job seekers,

not high-performing salespeople.

And they are not the same thing.

“A job ad is not there to inform.

It's there to make the right person curious enough to have a conversation.



The Fundamental Mistake

A Job Ad ≠ A Job Description

Let's be clear:

- ◆ A job description is internal. It sets expectations.
- ◆ A job ad is external. It sells the opportunity.

If your job ad is a list of responsibilities and requirements, you've missed the point. No high-performing salesperson is reading 700 words about what you want.

They're asking one thing:

What's in this for me?

Who You're Actually Trying to Reach

You're Not Writing for Job Seekers

Your best hires are:



Already employed



Performing well



Earning good money



Not actively applying

You are interrupting them.

Which means your ad has a very small window to answer:

Why would I even look at this?

Reality check:


80–90% of your target candidates are not actively looking.

If your ad only appeals to active job seekers, you're fishing in the wrong pond.

What Salespeople Actually Care About

1. Can I Make Money Here?

This is the filter everything runs through. They are looking for:


- ◆ Clear commission structure 
- ◆ Realistic earnings
- ◆ What your current team is billing

If this isn't obvious, they move on.

2. Is This Business Legit?

No one leaves a good role for something unstable.


They're scanning for:

- ◆ Growth vs chaos 
- ◆ Leadership credibility
- ◆ Signs the business knows what it's doing

3. Where Do the Leads Come From?

A big one.


They want to know:

- ◆ Is there pipeline or starting from zero? 
- ◆ What support exists?
- ◆ How strong is the brand?

Even great salespeople don't want a blank page.

4. Is the Product Actually Good?

They are backing themselves, but also what they're selling.

- ◆ Is it differentiated? 
- ◆ Is there real demand?

Weak product = hard pass.

5. Show Me Proof

They don't trust fluff.

They want:

- ◆ Clients 
- ◆ Wins
- ◆ Credibility



If your job ad sounds like marketing fluff or worse, the same as every other ad, salespeople will treat it like a bad pitch and ignore it.

The Biggest Mistake in Structure

Stop Leading With Your Company

Most job ads start like this:
 “We are a fast-growing, dynamic business...”
 No one cares. Not yet.
 You haven’t earned their attention.

Start with:
 Why this role is worth their time
 If you’re stuck, ask your current team:
 “Why do you stay here?” “What do you like about us”.

Use that to craft a compelling opener about what is in it for them. Why should they keep reading and ultimately, apply.

A Structure That Actually Works

- 1 Start With What They Get**
 Not vague statements. Real things:

 - ◆ Earning potential
 - ◆ Quality of leads
 - ◆ Strength of product
 - ◆ Market position
- 2 What the Job Actually Looks Like**
 Keep it simple:

 - ◆ What they’ll be doing
 - ◆ Who they’re selling to
 - ◆ What success looks like
- 3 What They Need / Previous Experience**
 (Max 3–5 Things)
 Cut the noise.
 No one cares about:

 - ◆ “Strong communication skills”
 - ◆ “Microsoft Office”
- 4 About the Business (Make It Credible)**
 Not your website blurb.
 Instead:

 - ◆ Market position
 - ◆ Clients or wins
 - ◆ What makes you different
- 5 Make It Easy to Respond**
 Your best candidates:

 - ◆ Don’t have updated CVs
 - ◆ Aren’t actively applying

So tell them:

 - ◆ “Send what you have”
 - ◆ “LinkedIn is fine”
 - ◆ “Happy to have a confidential chat”

Focus on what actually matters to succeed.

A great job ad ruined by a bad CTA is a waste

More response options = more (and better) candidates



Guiding Principles (Tight List)

- ◆ A job ad is marketing, not documentation
- ◆ It should be easy to read (under ~400 words)
- ◆ It should focus on their wants, not your needs

It only needs to do one thing:

Get the right person interested enough to talk

- ◆ A job ad isn't the full story.
- ◆ It's a piece of marketing to get the best candidate interested.

If it makes the right person think “I'd at least take the call” it's done its job.

What Happen's Next

If this reflects how you want to hire, the next step is simply a conversation.

We'll talk through the role, the business context, and what success looks like – and decide together whether this partnership makes sense.

No pressure. Just clarity.



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