



Counter Offers

The issue of a counter-offer is often not properly considered until the moment one has been received. In our experience, this is too late, and has the potential to provoke a reaction that will not serve the recipient well.

Before looking for a new job, it is imperative that you take the time to fully evaluate your motives for wanting to leave your current position. You should also consider how you would react to an increased offer from your current employer.

To assist you in this situation, we have compiled this document to ensure that you are fully equipped to make the decision that is the right one for you.

This information is based on current market research and the real experiences of our candidates:

Having decided that the time is right to look for a new job, your first port of call will no doubt be to compose/ update your CV, then introduce or reacquaint yourself with a recruitment consultant, and start applying for roles. In the fullness of time, you will receive a good offer that you decide to accept. All that remains is to hand in your notice. It may well have been a difficult decision to make, but you had decided to leave, so it's the right thing to do. So, without further a-do, you submit your resignation and concentrate your focus on a fresh start.

But then, as if by magic, your employer schedules a meeting, and there it is – **the counter-offer** - the job you would have liked before, the salary you thought you deserved all along, the terms they'd promised at the start but never made good on. It's now all on the table, and for a brief moment you are flattered; tempted by the golden goose. What to do?

We strongly recommend that you proceed with caution: there are several points you should consider, but perhaps the most pertinent - to remind yourself why you wanted to leave in the first place - what has really changed? You should also consider what motivates firms to counter-offer?

1. Companies try to keep their staff as long as they can, and when a desirable employee hands in their notice, well-intentioned managers often try to talk the employee out of leaving, with a financial incentive to stay. It's easier to keep you than it is to replace you. The cost of recruiting and replacing a qualified candidate can be significant.



2. If this improved job/ salary was available all along, then why didn't your employer offer it to you before they thought they were losing you? That says much about the attitude of the company and how they value (and reward) good workers. Is this really who you want to be working for?
3. Your employer will no longer consider you part of the 'inner circle' of trusted confidants. If you have been flirting with other companies, the trust is irrevocably weakened. Your employer might say, 'they'll forget about the whole thing', but every visit to the dentist will be viewed with suspicion from now on.

You should be mindful that recent research shows that more than 60% of employees who accept a counter-offer still end up leaving within the next six months. Why? Well often, when the next round of promotions/ pay rises come about, you will be overlooked because (a) you already got something out of your employer before any scheduled review and (b) also aware of the leaving statistics, employers sometimes strategically use a counter-offer as a stalling device, whilst they scour the market for your potential replacement. This appointee will be set to work alongside you as your employer seeks to protect themselves from exposure or weakness if (or when) you do eventually leave. Regardless of whether they now want you to leave, or just expect you to, this development will undoubtedly put you in a very dubious position as you have no choice but to compete with your new colleague for your boss's approval.

And so, *once again*, the relationship starts to sour and you have no alternative but to start looking for a new job, update your CV, reacquaint yourself with the recruitment consultant and start applying for roles, *again*. Except that this time, there is one company you cannot apply to, as 6 months' ago, you wasted their time with a fruitless job application.

Should any of the above affect you, we would be more than happy to impartially discuss the pros and cons of any offer received.

In the meantime, good luck with your job search.

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