



# So your company wants you to stay...

handle  
recruitment

## What is a 'counter-offer'?

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When you tell your company you're leaving, there is a chance that they will produce a counter-offer to try and get you to stay. On average, replacing an employee costs companies between 6 and 9 months of their salary.

The bottom line is: replacing someone is difficult and expensive!

Your counter-offer could consist of:

- A pay rise (either in immediate effect or 'promised')
- Offer to change the reporting structure or move you to a different team
- A promotion
- Increased benefits

**At this point, you need to ask yourself 4 key questions:**

## Why is this happening now?

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The question that goes through everyone's head during a counter-offer process. 'If I am so integral, why wasn't I offered these things before?'

You've probably had conversations with your manager about your development, satisfaction etc. So why weren't these issues addressed before? The likelihood is that if you felt undervalued before you resigned, it's a culture issue, and not something that will be solved by a counter-offer.

## Is this going to facilitate my long term job satisfaction and growth?

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It's really important to look past the initial ego boost of the counter-offer, and think about your long-term development and growth. More money might be nice in the short-term, but if you've secured a job where you feel you're going to be able to develop and reach further heights, that's the one to go for!



# continued...

## **Is my loyalty to the company now under question?**

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Inevitably, there is going to be some questioning on whether or not you will stay at the company for much longer. Your manager might feel somewhat blindsided by your decision and it will inevitably change your relationship. Before accepting a counter-offer, be clear on what you expect your new working relationships might be like, and whether you are just prolonging your exit.

## **Can I trust this as a genuine offer?**

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In some cases, companies may use a counter-offer to buy time to find a suitable replacement. You really need to consider whether this is a genuine offer to stay long-term, or a ploy to buy more time.

## **In conclusion...**

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Throughout this process, the key is to be really clear with yourself about what you want. Think hard about your decision and in turn, display transparency to your current and new company.

You may feel like you're in high demand but these things always change - it is never a good idea to burn bridges by ghosting your new job or your recruiter.