

The Counter Offer:

There have been many articles written on the subject of dealing with the counter offer but we often refer to it as the company realising the sudden cost and hassle of replacing you. Therefore there is an art to resigning, especially when they face you with a counter offer to make you stay. What you have to realise is why are they suddenly making grand gestures to you when you are about to leave?

Industry and commerce is today dictated by its business ideals, the company's first loyalty is always to itself and its shareholders. It is therefore quite understandable that many of today's employees take an open-market view of employment and are prepared to move on whenever the right opportunity comes along for enhancing their experience and increasing their market value.

Resigning is easy as long as you make it clear that your decision is irrevocable and has been reached as a result of careful consideration and nothing will change your mind. The less emphatic you are the more problems you are likely to get by way of verbal persuasion and what is known in the recruitment business as the "Counter Offer".

More often than this is simply a panic measure, often initiated by the sudden realisation of what it will cost them in time, money and perhaps even training to lose a candidate and therefore face the inconvenience of seeing the individual leave. When faced with the counter offer then you would be very wise to view such last ditch efforts with a degree of scepticism.



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Although there are many forms the “Counter Offer” can take here are the four basic formats:

1. A Few Pounds More.

“...we were just going to give you a pay rise...” The sudden willingness to elevate your remuneration may come as a complete surprise, as might the replacement of your car with a sporty new model of your choice. However within the equation of potential hassle and the lost time settling in your replacement the actual loss to them is small. Never forget that it may only cost as long as it takes to replace you.

2. The Empty Promotion.

“...we were just going to give you a promotion...” Again the sudden willingness to promote you is unexpected. What does this sudden promotion really mean though? Does it give you the extra responsibility you sought? Have you received an increase in your income reflecting your new found status? Have you taken delivery of your flash new car yet? When such promotion comes without real authority it's worse than no promotion at all!

3. Love Respect & Other Pressures.

“...we were just saying how much we liked you...” Apparently no one ever got around to telling you just how special and well liked you really are and of course how important you are to the company's future plans. They say you are a key player now, destined for bigger things, everybody keeps saying so. You suspect management has had a personality transplant!

4. Guilt & Disloyalty.

“...how could you even think of leaving? After all we've been through and achieved together; surely you're not going to just throw it all away? You would be breaking up the team; we will all be totally lost without you! Think about all the great times we've had together...” Enough said about this one really, just try not to fall for it!

Remember most people become very vulnerable to all types of flattery. Therefore the one thing you have to do throughout this very persuasive process is never lose sight of your original reason for wanting to leave in the first place. Being duped by a counter offer very rarely alters any of the underlying reasons that made you want to leave in the first place.



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Summary:

So we have discussed the various forms of “Counter Offer”, now think about when you received the new offer of employment. Were you really inclined to accept it? Then firstly ask yourself did it solve your problems and secondly did it offer you the opportunity you were seeking because if it did then why are you now being persuaded by your current employers to think again.

Remember replacing you is simply an irritation for your employer as replacing you is both costly and time consuming so having reviewed this they will now try anything to keep the position filled, let me repeat that they simply wish to keep the position filled not necessarily keep you. You are no more than the person in the role so keeping you is a temporary aside to maintaining someone in that role.

Some Final Reasons Not To Accept “The Counter Offer”:

1. You have just made your employer aware that you are unhappy.
2. From now on they will doubt your commitment.
3. You will no longer be a loyal employee in their eyes.
4. They may look to replace you in six to twelve months.
5. Accepting the counter offer is perhaps an insult to your intelligence.
6. Accepting rarely changes anything, you will most likely start looking again.
7. Your getting your next pay rise early, so no more money at pay review time.
8. If you are so special why did they not think you were worth it before.
9. They are looking after themselves NOT you.

Lastly remember that once they know you are discontented they will then regard you as a problem employee and from then on smiles can quickly turn to tears as they resent your actions. We have said before a very high percentage of people accepting the offer end up looking for new employment within six months, because they end up being replaced or strangely all the promises never materialise.

Fact:

An item of interest for those who submit to the pressures of the counter-offer comes in the form of a survey carried out by “Recruitment International Magazine”, which revealed that around 63% of people who had been approached had accepted counter offers were later found to be working for a different employer within nine months.

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