

COUNTER OFFERS

Making the decision to leave your current place of work, particularly if you have been there for a while, can be a difficult one, however it is important to stay reminded of the reason why you decided to look for employment elsewhere. Once you have worked your way through the recruitment process and have been successful in finding a new job, you should make sure that you are focused on the future and the exciting opportunities which lay ahead.

WHY MIGHT YOU BE PRESENTED WITH A COUNTER-OFFER?

Many companies will attempt to persuade or convince you to stay by offering counter offers. A counter-offer may be presented by your current employer to match or rival the offer you've received from your future employer. Counter-offers can be presented in a number of different forms: an increase in salary, a promotion or new job title, an enhancement of company benefits or an amalgamation of all three. As tempting as a counter-offer may seem it is important to consider the reasons why you decided to pursue a new path.

Reasons why an employer may want you to stay include:

- Recruiting a new employee to fill your role can be time consuming and expensive
- They may not have the time or resources to train a new employee
- Your departure may increase the workload for management and colleagues
- Losing staff may reflect badly on the company image
- Your departure may hinder staff morale and upset the current balance

REASONS FOR DECLINING A COUNTER-OFFER?

Although a generous counter-offer may seem tempting, do not rush any decision. Ask for some time to consider all of your options. Consider carefully the repercussions of deciding to stay. The fact that you have already shown that you were considering leaving is not something which your employer will forget easily. You are going to have to work very hard to win back your employer's trust. Other reasons for not accepting a counter-offer include:

- The same circumstances that now cause you to consider a change will repeat themselves in the future: even if you accept a counter offer.
- All companies have strict wage and salary guidelines which must be followed. If you have been offered a raise in salary consider where the money for the counter-offer is coming from? Is it your next raise early?
- Your company may immediately start looking for a new person at a cheaper price.
- You have now made your employer aware that you are unhappy. From this day on, your loyalty will always be in question.
- When promotion time comes around, your employer will remember who was loyal and who wasn't.
- Your company only decided to show you how much you were worth when you threatened to resign. Is this a good working relationship?

Remember, deciding to accept a counter-offer is a very important decision. Standing your ground and being assertive is a quality that will benefit you in your future career endeavors. Thank your employer for their generous offer and politely reaffirm your intention to leave. However, should you not decide to leave for pastures new, bear in mind the following: Statistics show that if you accept a counter offer, the probability of voluntarily leaving within six months or being let go within one year is extremely high.