

## Expect the Counter Offer

When a candidate informs their current employer of their intention leave they may be presented with a counter offer. This often happens when the candidate is a long term employee, is working a business critical role or on an important project or when they possess a rare skill set.

In our experience, those earning £30,000 or more are often offered more money to stay.

It's a fact that it costs more to a business to replace someone and train that replacement to the same standards of performance than it does to offer a pay rise. If an employee possesses unique skills or is working in a business critical role you can be confident that their employer will do everything within their power to keep them.

You can help avoid the chance of a counter offer being accepted by ensuring that the offer you make is inline with the candidate's salary expectations, by ensuring your communications with them are clear and prompt and that you leave them feeling as positive about joining you as possible.

If you would like to speak to us about any of the points raised in our Employer Advice please call us.