



NLE Quick Tip: Counter Offers vs. Competing Offers

Presenter: *Greg Doersching, President of Next Level Coaching for Next Level Exchange*

For over 20 years, Greg Doersching has been recognized as one of the most cutting-edge voices in the recruiting industry. He is the President of Next Level Coaching, an International Trainer, and has presented hundreds of workshops and Keynote Addresses for major national, state, and local recruiting and staffing groups. He is consistently rated as one of the top presenters for each conference, and on top of that he still runs a desk.

In this quick tip, Greg walks us through the differences in competing offers and counter offers. Then, he shares the sometimes dramatic stages of communication to help your candidates recognize and avoid the dreaded counter offer.

Meeting: "Counter Offers vs. Competing Offers" by Greg Doersching

(Facilitator): As Greg clarifies, there is a distinction between competing offers and counter offers. With competing offers, you are dealing with a candidate that has multiple offers potentially coming through at the same time versus a counter offer as an event happening when a candidate is employed and resigning from a company.

In dealing with competing offers, it's imperative to shift your focus from "beating" an offer and instead partnering with your candidate to help them realize what is real and where your job ranks in comparison to the others they may be considering. As a guide, use Greg's steps to assist your candidate through his or her offer evaluation process.

First, switching companies for a candidate can be scary! Start by reviewing their prime motivators for each job. These should have been discussed earlier in your recruiting process, but now that you are coming to the finish line, help your candidate not let the emotional fear hold them back by walking through all five motivators. Additionally, make sure that they review all potential offers. How would you modify the below questions, if any?

1. Would this move improve me financially?
2. Would this move improve my quality of life both at work and outside of work?
3. Would I gain new responsibilities by accepting this position?
4. Would this be a step forward in my career? (It's not always a step up in title – but would I be more valuable later having taken this position)
5. Would it keep or get me back to "home"?

Notes: _____



(Facilitator): Next, help your candidate rank their positions using a scale (1- 3 as an example). Using the prime motivators as a guide, add up the columns with the job scoring the lowest total number being the best overall offer. Use the below grid as an example:

Prime Motivators	Job A	Job B	Job C
Quality of Life			
Ego (Good at the job)			
Advancement			
Location			
Money			
Total			

(Facilitator): Next, review the rankings with your candidate and continue to probe and evaluate. If the offer with the lowest score isn't your job, what questions could you ask your candidate to clarify where they truly stand with the other searches so that they make an accurate determination of what offer to accept?



Knowing what you know now about how to address competing offers, how are you treating the potential for this scenario with your candidates during the initial candidate screening? What questions could you ask to be more prepared or uncover more information?

Example:

- *"When is the last time you interviewed outside of your current position?"*
- *"If you are interviewing with other companies, how does my client compare against others you may be considering?"*
- *"Are you currently interviewing with other companies? Where are you in the process?"*

Additional questions:

(Facilitator): As Greg shared when it comes to resigning, candidates often struggle with playing that conversation out with their boss. Resigning can stir up a lot of emotions for candidates, even in anticipation of the actual resignation taking place. Those feelings can be rooted in fear, anxiety or even guilt.

To help your candidate, Greg encourages that you have a script prepared to help them realize what is happening so that they can anticipate and know how to respond. This also should help solidify their reason for leaving one final time. Review Greg's script to prepare his candidates:

"Have you got the letter of resignations that I gave you? Great. I want to remind you that you don't owe your boss any details around the offer that was made to you. That is none of their business.

There's one thing you've got to promise me _____. You have to promise me that you aren't going to laugh at your boss when you turn in your resignation. Why I say that is because this is what is about to happen to you. They are going to know that you are quitting. They are going to be thinking that if you are resigning, how bad it is going to make them look. And because of that, they are going to try to cover themselves. As a result, you are going to get a five-act play. I want to review what that is going to look like for you. This is what you could hear during your resignation:

1. *Shocked – "I can't believe this is happening. I didn't see it coming."*
2. *Saddened – "I hate to see you go; you've been such a good friend to the company."*
3. *Question your thought process – "Have you really thought this through, what about. . .?"*
4. *Hidden project – Boy the timing of this couldn't be worse, I hadn't told you about it yet, but I've been thinking of moving you into. . ."*
5. *Stalling - "Well, let's not do anything permanent until I have a chance to talk to some people."*

You are going to get many or potentially all of these acts, and I want you to be prepared for when it happens. When you are done meeting, call, or text me and tell me all that happens."



How would you modify Greg's script to fit your style?

(Facilitator): Knowing what you know now about how to discuss counter offers with your candidates, how could you be addressing them earlier in your process to help prepare your candidate during your initial candidate screening?

Example:

- *"Have you talked to your current employer or boss about some of your discontents or asked for improvements? How did they address your concerns?"*
- *"If you were to resign from your current employer, what does that process look like? Walk me through that in detail."*
- *"What has been your experience with counter offers in the past?"*

Additional questions:
