



Negotiating Offers and Counteroffers

DO'S & DON'TS OF NEGOTIATING AN OPTIMAL OFFER

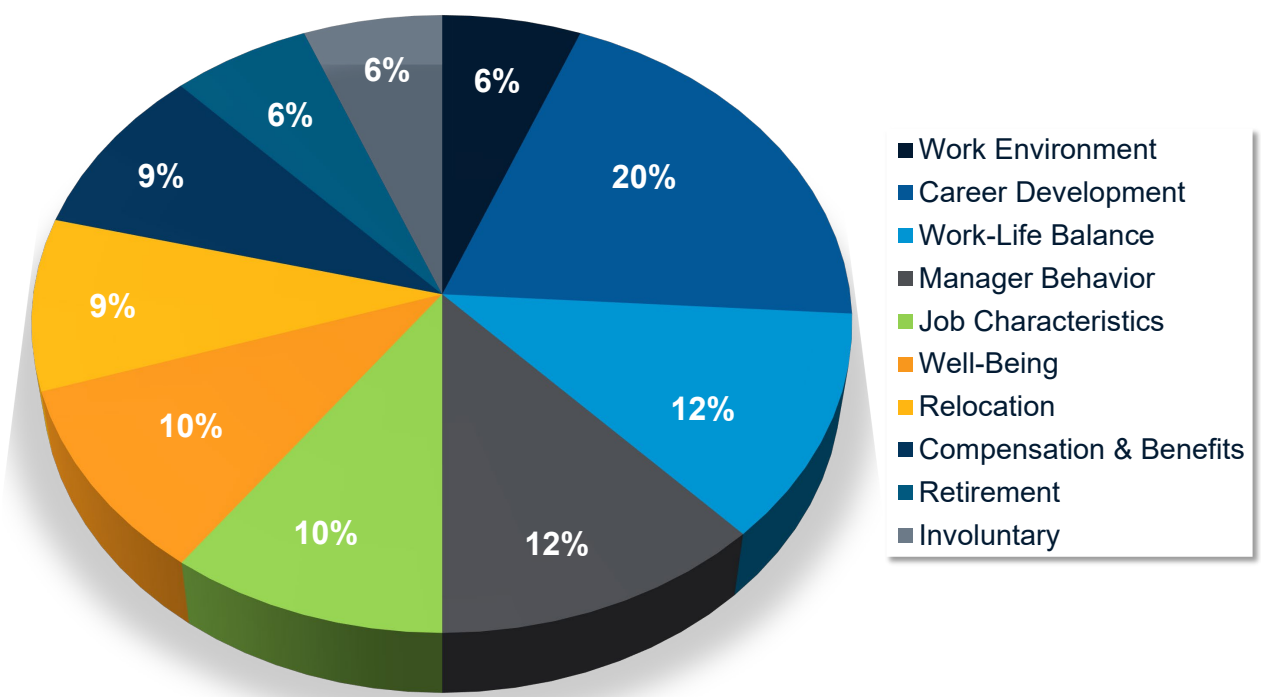
DO'S:

- Come prepared.
- Consider what is really driving your desire to move. Remember that compensation is not the end all be all in an offer. So, don't forget to go through the checklist below as you are thinking about your next career move and offer.
- Consider the market.
- Partner with an expert/recruiter and be honest about your total offer package expectations and where you have room for flexibility.

DON'TS

- Don't accept an offer without reviewing all tangible and intangible benefits.
- Don't accept an offer that is not aligned with your goals or values.
- Don't shop an offer around to your current employer or other potential employers.
- Don't automatically accept a counteroffer! Ask yourself, "What are the odds that accepting the counteroffer will be good for your career?" Statistics show that accepting counteroffers generally only work out well in 5–25% of all cases. Additionally, 50% of employees who accept a counteroffer leave within 12 months.

According to Work Institute, only 9 out of 100 employees quit their jobs for strictly compensation and benefits reasons in 2019.



CHECKLIST FOR TANGIBLE & INTANGIBLE BENEFITS

Tangible Benefits

- Compensation (base salary)
- Bonuses (signing bonus, merit based, company performance, annual and quarterly)
- Job title
- Benefits
 - o Medical, Dental, Vision (dependents, FSA/HSA, company contributions?)
 - o PTO (vacation/sick/parental leave)
 - o Elder or Child Care programs
 - o Mental health programs
 - o Retirement Plans (401K, Pension, company matching)
- Stock options (Public vs pre-IPO plans, when stocks vests, RSUs IIP, SAR)
- On-site perks (meals offered, parking or transportation reimbursement, fitness and wellness coverages, dry cleaning, equipment and device reimbursement)
- Relocation package

Intangible Benefits

- Career advancement
- Work-life balance
- Flexible work schedule
- Appreciation by management/manager behavior
- Company or team culture/community
- Organization's mission
- Commuting distance
- Mentorship/opportunity for growth and challenge
- Gain skills/experience/leadership opportunities
- Resume builder