

Counter Offer Letter - Example

Dear XXX,

Thank you very much for offering me the position of Online Marketing Manager with COMPANY Technologies. In my discussions with your team members, I observed a dynamic, friendly, customer-focused, and successful company that would be a joy to join. I would bring my years of experience in digital marketing, Salesforce.com expertise, social media effectiveness, strategic-thinking, and drive for results to help COMPANY continue its string of successful years.

The value I will bring is:

- My skills (online, social media, and television marketing) and education (a Masters' Degree in Marketing) and the impact I will have on the company based on the First 90 Days Plan I have supplied to you.
- My value in increasing sales by 20% at my last company merited a \$10,000 bonus in 2015, and I will help drive COMPANY sales higher also.
- My 15 years of Marketing experience, my analytical capabilities and strategic insight, as evidenced by my leading a team recently to successfully rebrand X Company, which increase sales by 10%.

Before I join your team, here's what propose:

You offered the title of Online Marketing Manager. I ask that you change it to Senior Manager, Online Marketing. You offered a salary of \$80,000. I am asking for \$95,000. The attached market research suggests this is a fair value for this position.

You offered 2 weeks of paid vacation in your standard benefits summary. I request 3 weeks of paid vacation with one week immediately accrued.

You offered no signing bonus. I ask for a signing bonus of \$10,000.

Your offer letter mentioned a start date of September 7th and this works for me. If you would please consider making the above changes to my offer, I would be excited to join COMPANY next week and to begin to bring the insights, effectiveness, and ROI I am known for delivering.

Sincerely,

XXXXX