

Moore eSSentials

Eliminate Counteroffers

*The most effective and innovative
approach you've ever seen*



Thank you
Top Echelon
for having us.





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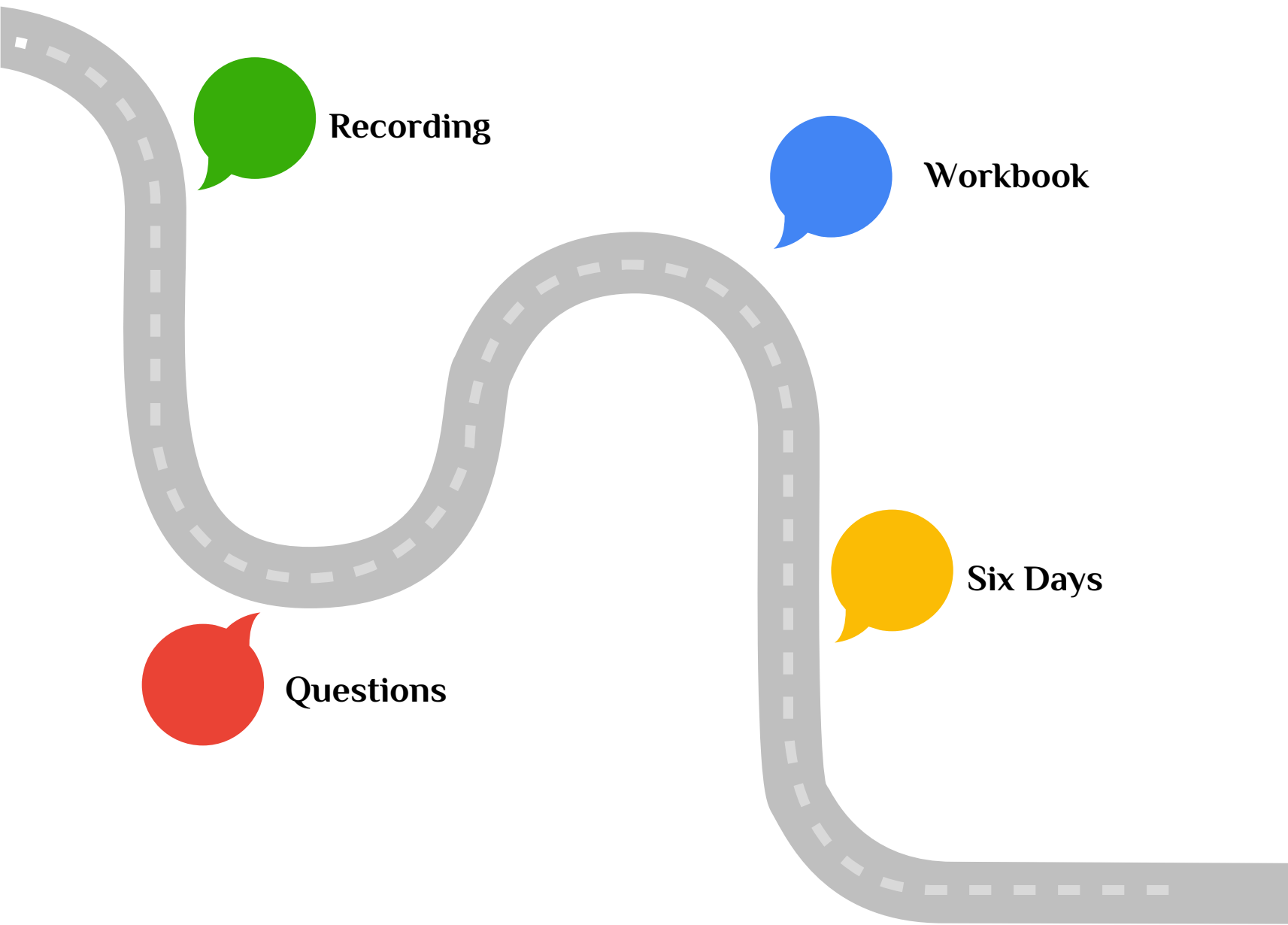
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Logistics

Learning is easier when
you know these things.

Our Objective

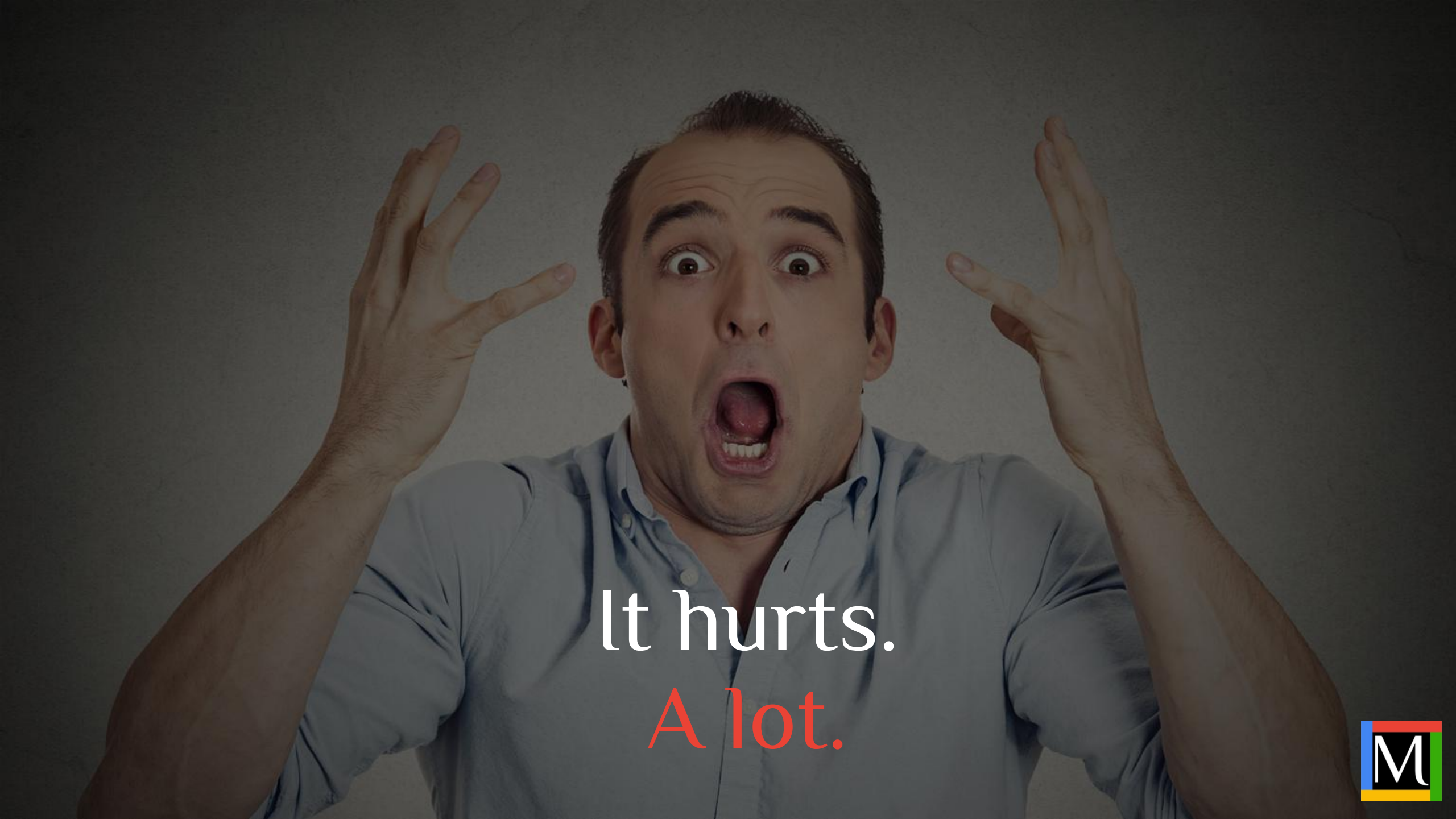
To provide you the approach to best
minimize counteroffers.

What is a Counteroffer?

An offer made by an employer at the time of, or shortly following, resignation. A counteroffer can include additional money in the form of a bonus or salary, a promotion to a higher-level position, additional work flexibility, training opportunities, or even just promises of a better future.

There are no limits to what an employer will do to keep a high performing employee in the short term.



A man with a shocked expression, wide eyes, and an open mouth, with his hands raised in a gesture of surprise or pain. He is wearing a light blue button-down shirt. The background is a plain, light-colored wall.

It hurts.
A lot.



DON'T ASSUME

NEVER Assume It Won't Happen

Candidates accept counter offers all the time.



Can You Prevent It?

Mostly, No.

Remember, you can never convince someone to take a job they don't want.

You Must Discuss



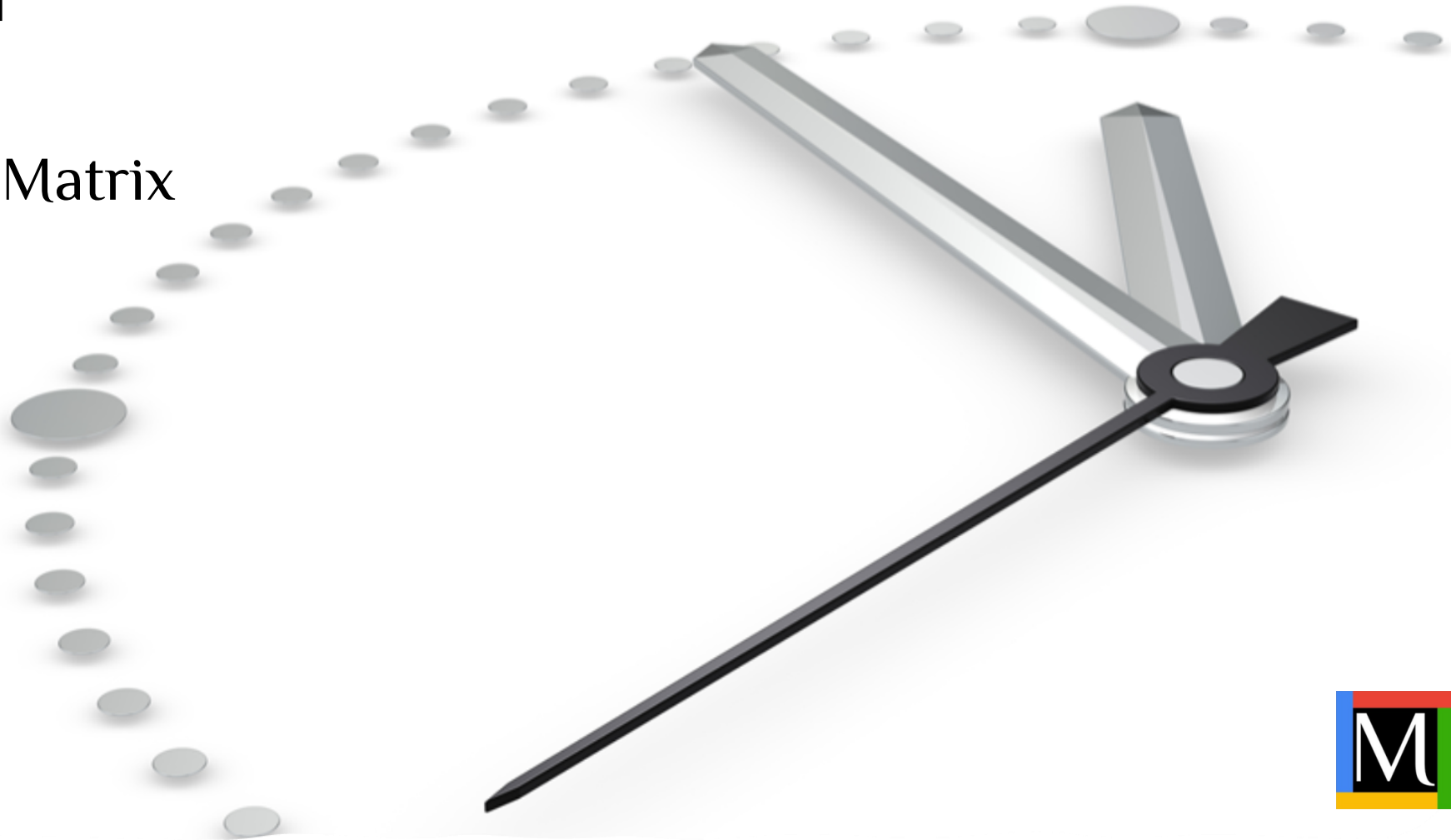


An Offer Becomes Possible or You See a Red Flag



Appropriate Times To Discuss

- Interview Debrief
- Time of Offer
- Decision Making Matrix
- Resignation Prep



Don't Be
This Guy!



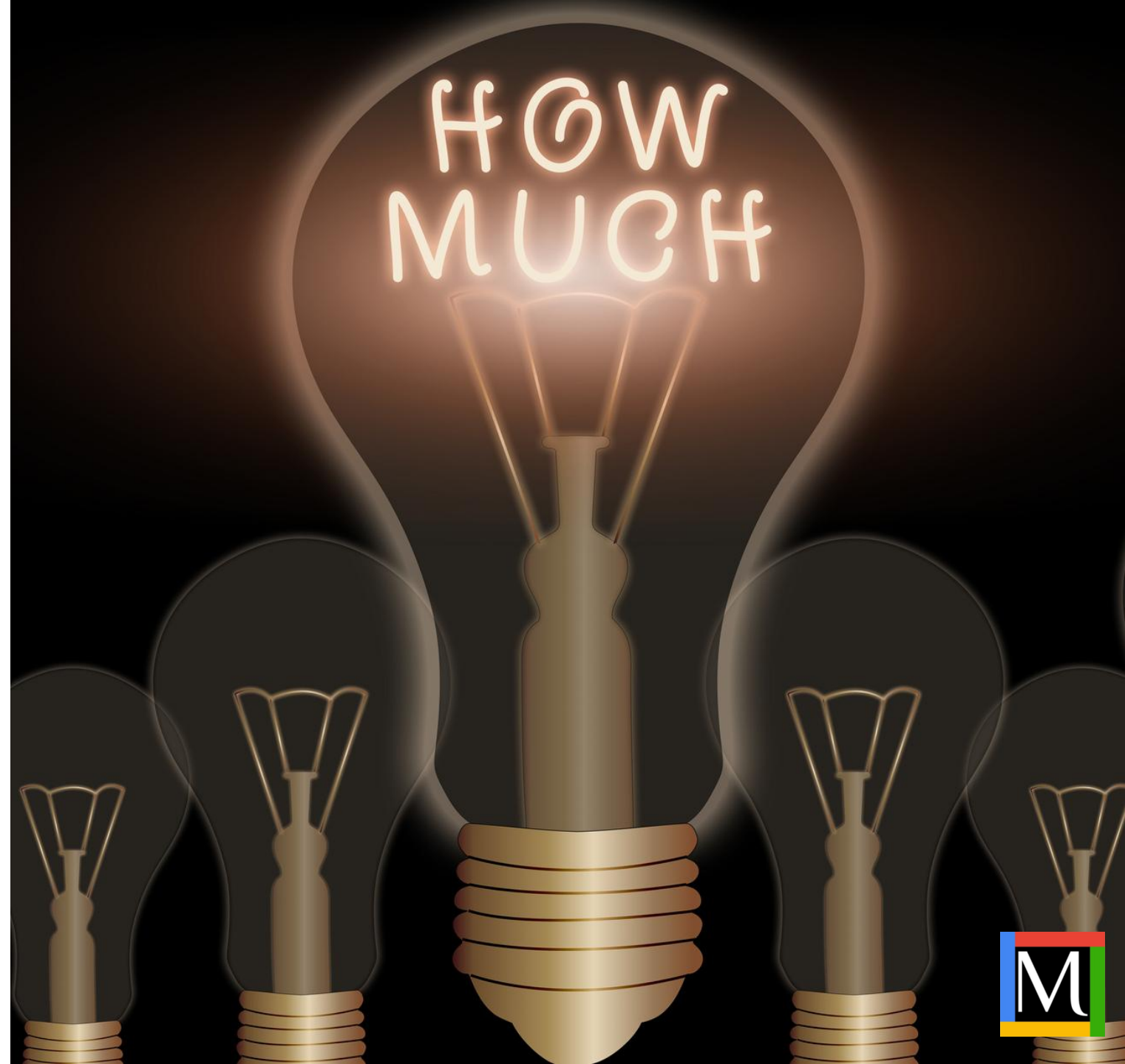


- The deal is closed
- You've spent the money
- You're upset
- It's easy to pressure the candidate

High-Pressure Sales Approach

Why Weren't You Worth It Yesterday?

*“I promise I won't cheat on
you again. I'll pay more
attention. I'll value you
more. I'll make everything
more fun.”*



Counteroffer Math

- Let's say our hypothetical candidate makes 100K, and they resign
- Their employer freaks out, knowing it's going to take months to replace them, and they have deadlines to meet
- Two weeks notice isn't going to cut it, but if they could entice the candidate to stay for two months, it could save the project
- The company offers the candidate a 50% increase to a base salary of 150K, and it takes them 8 weeks to quietly interview and replace.
- Total cost to the company of \$8300 more for the 8 weeks of coverage.
- It makes financial sense for them to offer a counter to keep the work progressing while they backfill with someone who's loyalty isn't in question.



Loyalty Perception

- As soon as you've resigned, you've basically hung a neon sign over your head telling everyone that you're not loyal.
- This will impact your long-term growth within the company.
- When it comes time for a promotion, it will absolutely factor into decision making.
- You need to make sure that you are truly ready to leave because once you serve them with divorce papers there's no saving the marriage.



Fake Statistics

- “*Statistics*” show 50 – 90% of people who accept leave within one year
- Not real, promulgated by search firms
- Gemini couldn't verify

THERE ARE LIES,
DAMNED LIES
AND STATISTICS.

MARK TWAIN



What Should We Do Instead?



A pair of hands with red-painted fingernails holds a large, red, textured heart that has been split vertically by a jagged, black lightning bolt-shaped crack. The heart is held against a light green background. The text "I want a divorce." is written in white, serif font across the center of the heart, partially obscured by the crack.

I want a divorce.

Their Company Information

- What have you seen happen when someone resigns from your company?
- Do they typically accept a two-week resignation or walk people out?
- Do they still talk nicely about people who have left or are they all shunned?
- Do you think they will make you a counteroffer when you resign?



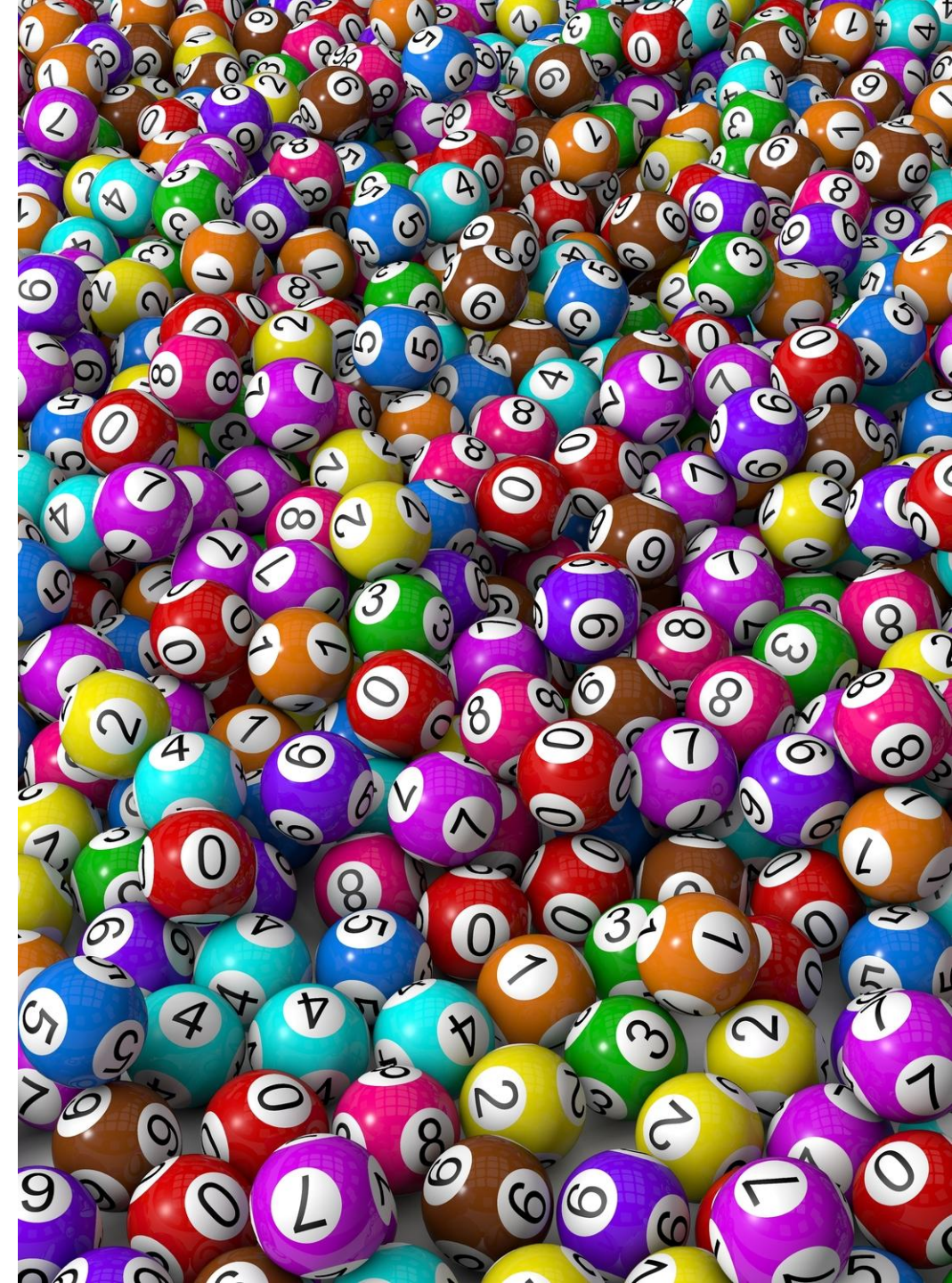
Directly Question Intentions and Pressure Test

- What will you do if they make a counteroffer?
- Is there anything they could offer you that would give you pause?
- What would you do if you got a counteroffer that was 100% more than you are making now?
- What if that counteroffer came with a promotion?
- And a six-figure retention bonus?
- And you could work from home?
- And you could report to your boss's boss?



Find The Package They Would Accept

- Sets the bar high
- Decreases likelihood of actual counteroffer being made
- Increases candidate loyalty to you



Goal

- Anchor and prep your candidate to be able to directly answer the question, “What’s it going to take to keep you?”
- They should respond with, “I’ve given this serious thought. I would stay for...”
- The list should be huge. Not just money, but everything else they want.
- If they can confidently deliver their expectations, *they* will preclude a counteroffer.



Candidate Reaction

- You'll need to reinforce your position
- Recruiters don't approach counteroffers like this
- It'll be new to your candidate
- Your objective is for them to feel your alignment
- You don't need the deal



If They Receive a Giant Counteroffer
Because of Your Coaching, They
WILL Become Your Client.



Top Echelon Offer





Tricia & Jason Announce Retirement

(There's no asterisk)



The Complete Library

- Buy it once, keep it forever (download before the end of 2027)
- Everything we've ever done (includes 900+ hours of training)
- All scripts, word tracks, templates, agreements, and proposals included
- AI4 Tool & eSourcing Tool included
- \$15,000, or \$1500 per month for one year
- Moore eSSentials > Offerings > The Complete Library
- Price increase April 1, 2026, to \$20K or \$2000 per month for a year



For Top Echelon

- Published Price: \$15,000, or \$1500 per month for one year
- *Discount for One Week: \$13,000 or \$1300 per month for one year*
- *Coupon Code: **ECHELON**, only valid until Monday at 11:59 pm*
- Moore eSSentials > Offerings > The Complete Library
- Price increase April 1, 2026 to \$20K or \$2000 per month for a year



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Thank You.

