Counter offer response email

Reply within one business day of the counter, after you have approval for your answer. Call first for salaried roles, then send the email so the revised terms are in writing.

AGREEING TO THE REQUEST

Subject: Updated offer for [Job Title]

Hi [First Name],

Thanks for being straightforward about what you were looking for. I talked with [Manager Name], and we're happy to move the base salary to [New Salary].

Everything else in the offer stays the same: start date of [Start Date], [Bonus / Benefits Summary], reporting to [Manager Name]. Your revised offer letter is here: [Offer Link].

Could you let us know by [Offer Deadline]? We're really looking forward to having you on the team.

Best,

[Your Name]
[Title], [Company]

MEETING PARTWAY (REVISED OFFER)

Subject: Revised offer: [Job Title]

Hi [First Name],

Thank you for sharing your counter. We took it seriously and went back to look at the budget for the role and how it compares with others on the team.

We can increase the base salary to [New Salary], up from [Original Salary]. [We can also add a one-time sign-on bonus of [Sign-on Amount], paid with your first paycheck.] This is the strongest offer we're able to make for this role.

Your updated offer letter is here: [Offer Link]. Please let me know your decision by [Offer Deadline], and call me at [Phone Number] if it would help to talk it through.

Best,

[Your Name]
[Title], [Company]

HOLDING AT THE ORIGINAL OFFER

Subject: Re: your [Job Title] offer

Hi [First Name],

Thanks for coming back to us, and for being clear about what you're hoping for.

We looked hard at your request. The salary for this role is set within a range that we apply to everyone in the same position, and our offer of [Original Salary] is where we need to stay. I know that isn't the answer you were looking for.

What I can share is how pay grows from here: [Review Cycle / Merit Increase Timing / Progression Path]. [Manager Name] would be glad to talk through that and the role itself if useful.

The offer stands until [Offer Deadline]. Whatever you decide, we've really enjoyed getting to know you.

Best,

[Your Name]
[Title], [Company]

IMPROVING NON-SALARY TERMS

Subject: Updated terms for your [Job Title] offer

Hi [First Name],

Thanks for your note. We aren't able to move the base salary above [Original Salary], but we did look at other parts of the offer, and here's what we can do:

- [Extra PTO Days] additional days of paid time off in your first year
- [Remote Days / Schedule Change]
- [Sign-on Bonus or Relocation Amount]
- A pay review at [Review Date] rather than the standard [Standard Review Timing]

The updated letter is here: [Offer Link]. Let me know by [Offer Deadline], or grab time with me here if you'd like to talk: [Scheduling Link].

Best,

[Your Name]
[Title], [Company]

SUBJECT LINE IDEAS

• Updated offer for [Job Title]

• Revised offer: [Job Title] at [Company]

- Re: your [Job Title] offer
- Following up on your counter
- Our response to your offer questions
- Updated terms for your offer
- [First Name], here's where we landed

SMS / WHATSAPP VERSION

Hi [First Name], it's [Your Name] at [Company]. I've emailed our response to your counter on the [Job Title] offer, including updated terms. Have a look when you can and call or reply with questions. Deadline is [Offer Deadline]. Reply STOP to opt out.

Placeholders to replace: [First Name], [Job Title], [Company], [Manager Name], [Original Salary], [New Salary], [Sign-on Amount], [Start Date], [Offer Link], [Offer Deadline], [Review Date], [Scheduling Link], [Your Name], [Title], [Phone Number]