

What to consider when negotiating an offer.

By: Spano Pratt Executive Search

A good executive search consultant will know what is really important to the candidate. After what can sometimes be a long courtship and interview process, it's time to tie the knot. Ideally at this point, discussions about compensation have occurred or there have been what we call "small closes" throughout the interview process. However, small closes are designed to learn what is really important to the candidate in making the transition. Without this information, it can be difficult to create an offer that is both attractive to the candidate and the best possible value to our client employer.

Recently the Milwaukee Journal Sentinel surveyed a group of over 64,000 Wisconsin employees for last year's Journal Sentinel Top Workplaces project. This may come as a surprise to some employers but the results showed pay and benefits rank last in importance. Many of us have heard this before. So what are great candidates looking for in their next opportunity?

Just like quality real estate can be summed up by location, great employers can also be summed up by one word "passion". Candidates are definitely looking for organizations that align with their own values – an enthusiastic workplace where employees are excited about one common mission and where leadership is clear and fair and where behavior that moves the organization forward is rewarded.

The employment arrangement and interview process must address those factors that are important to the candidate. This can vary greatly across cultures and demographics. Getting to know the candidate during the interview process is critical to successful negotiations and a smooth transition.