Dear Mr. Recruiter,

Thank you again for offering me the Marketing Manager position. I’m very excited to join the team and start contributing to the company.

Before I can accept however, I would like to discuss the terms of the compensation. The benefits package includes a stock option plan that I am very interested in. I believe in the potential of the company and would like to invest in it. Because the total compensation is not as attractive as other offers, I was hoping we could discuss changing some of the terms of the stock option plan. Your current offer includes .75% equity. I’d like to propose an increase from .75% to 1.25%

I believe that this change will make your offer more competitive. I’m confident that we can come to a mutual agreement.

Thank you,

Potential Hire