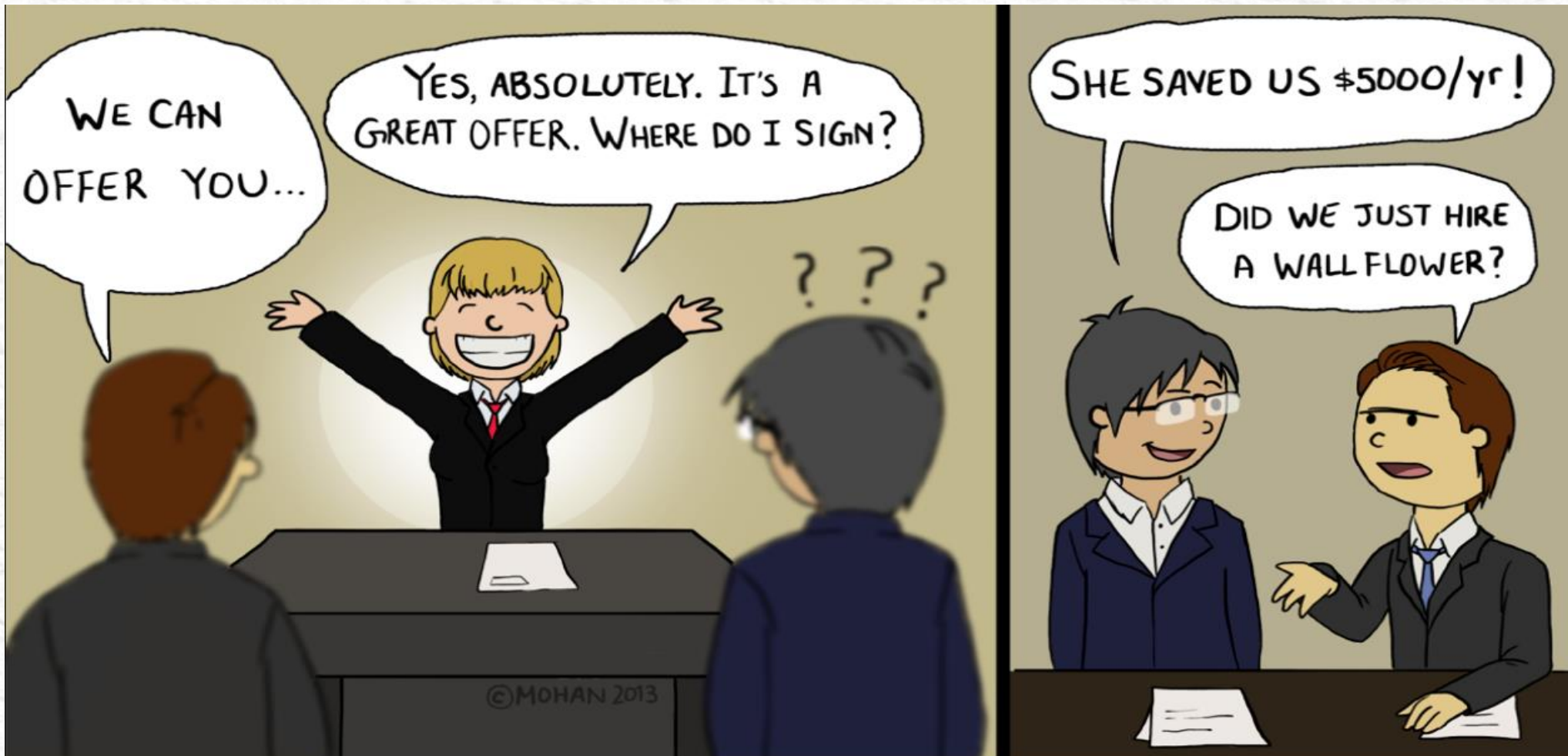


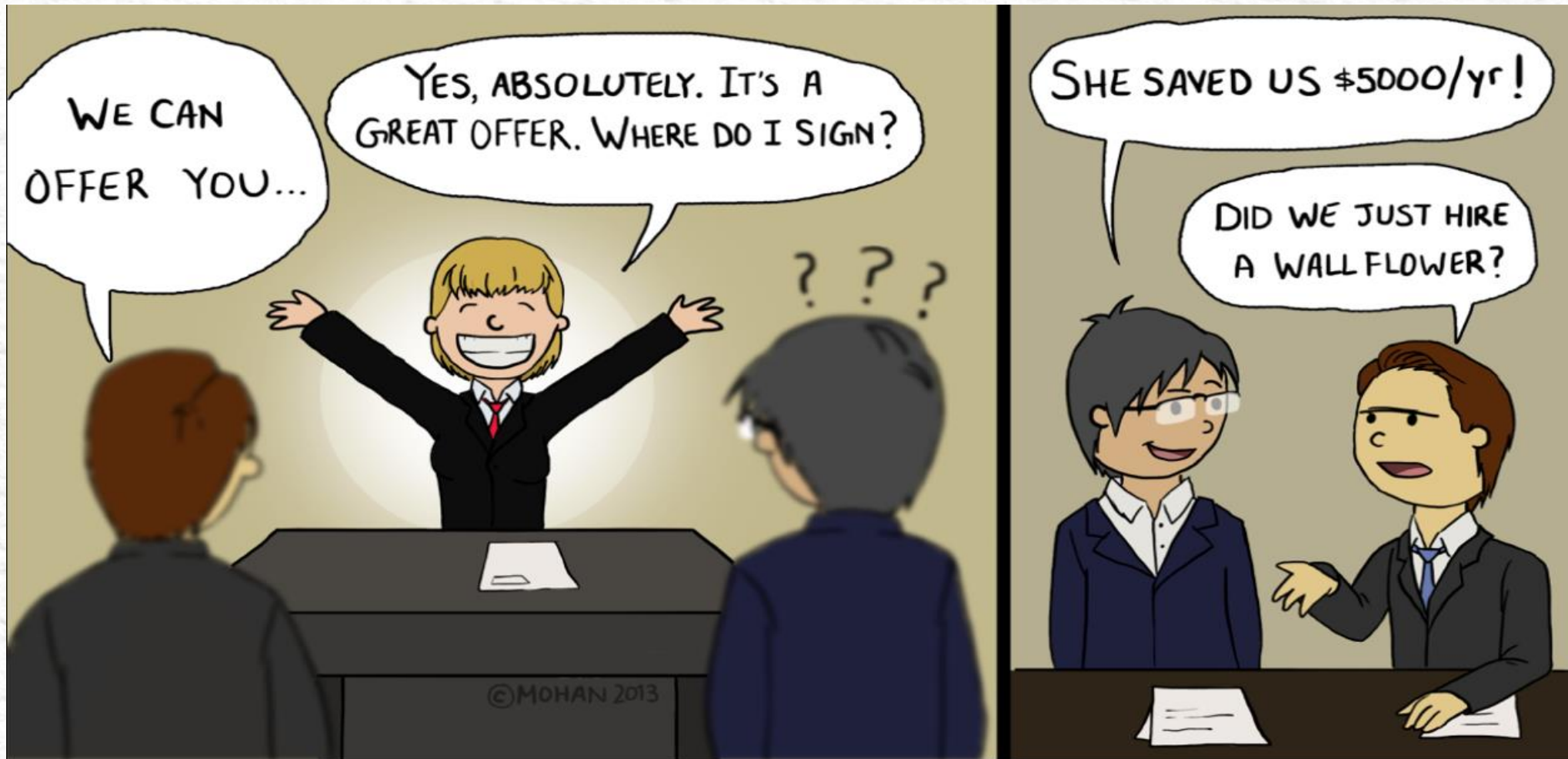


# Negotiate for What You're Worth









Most employers have room for negotiation before finalizing their offer of employment.



# Negotiating is professional...



Negotiation shows that you understand your individual value.

Did you know: 80% of recruiters report that candidates who negotiate make a much better impression!

# However: Deflect salary-expectation questions *before* an offer (though be ready with your salary research)

“I’ve just completed a degree, and gained valuable hands-on experience through projects and internships. My salary history does not reflect that.”

Can you please tell me your salary history?

“I need to learn more about the responsibilities of the job, and the benefits you offer.”

What are your salary expectations?

“I can only evaluate salary in the context of total compensation.”

“Do you have a salary amount in mind?”

I need to know what salary you want in order to make you an offer.





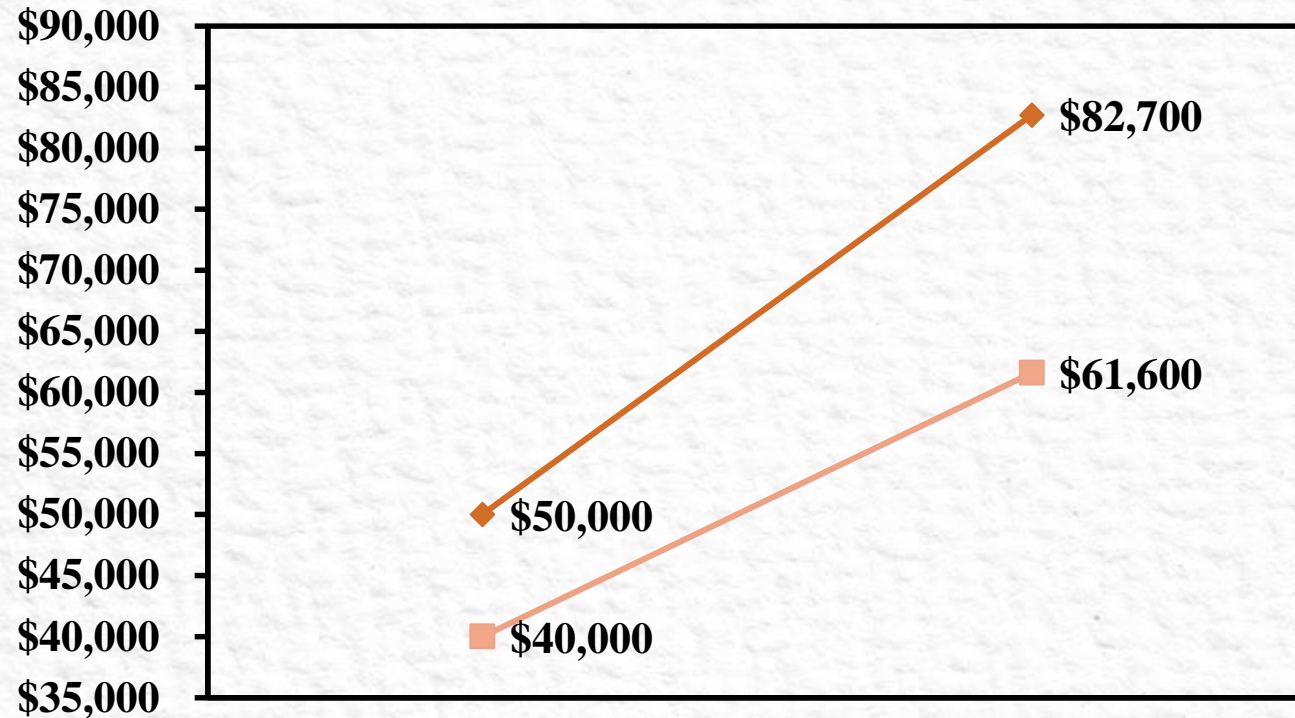
# 4 Salary Factors

Your salary will ultimately be based on four factors:

- 1) **Market rates** for the job
- 2) Assessment of **your qualifications**
- 3) The employer's **budget**
- 4) Your **skill in negotiating**



# Cost of Not Asking



The person who negotiated \$10,000 more will be earning over \$21,000 more in just **4** years.

**Note:** The gap in retirement, bonuses, and raises will *also* increase over time, as those are based on salary.



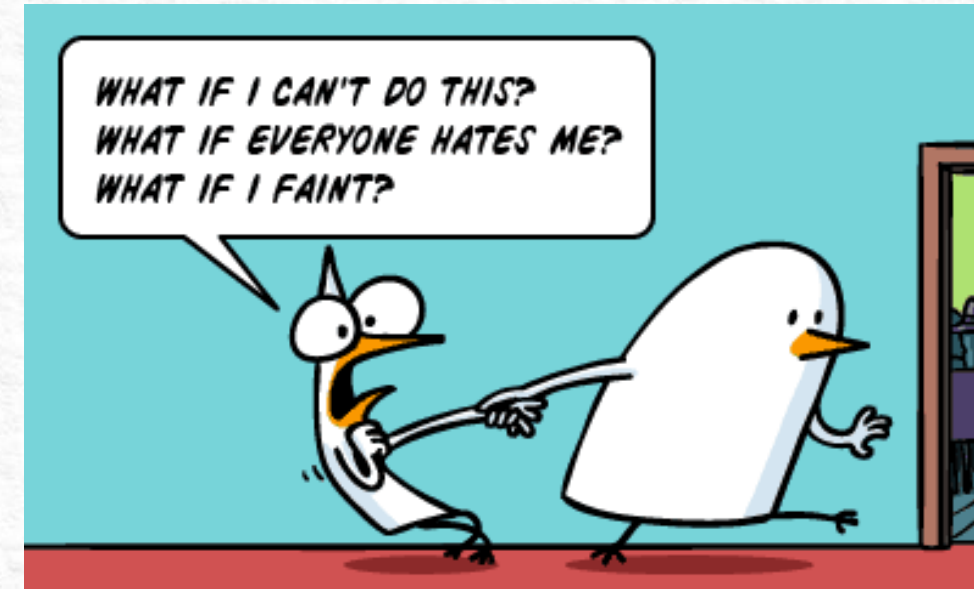


# So: Why don't people negotiate???

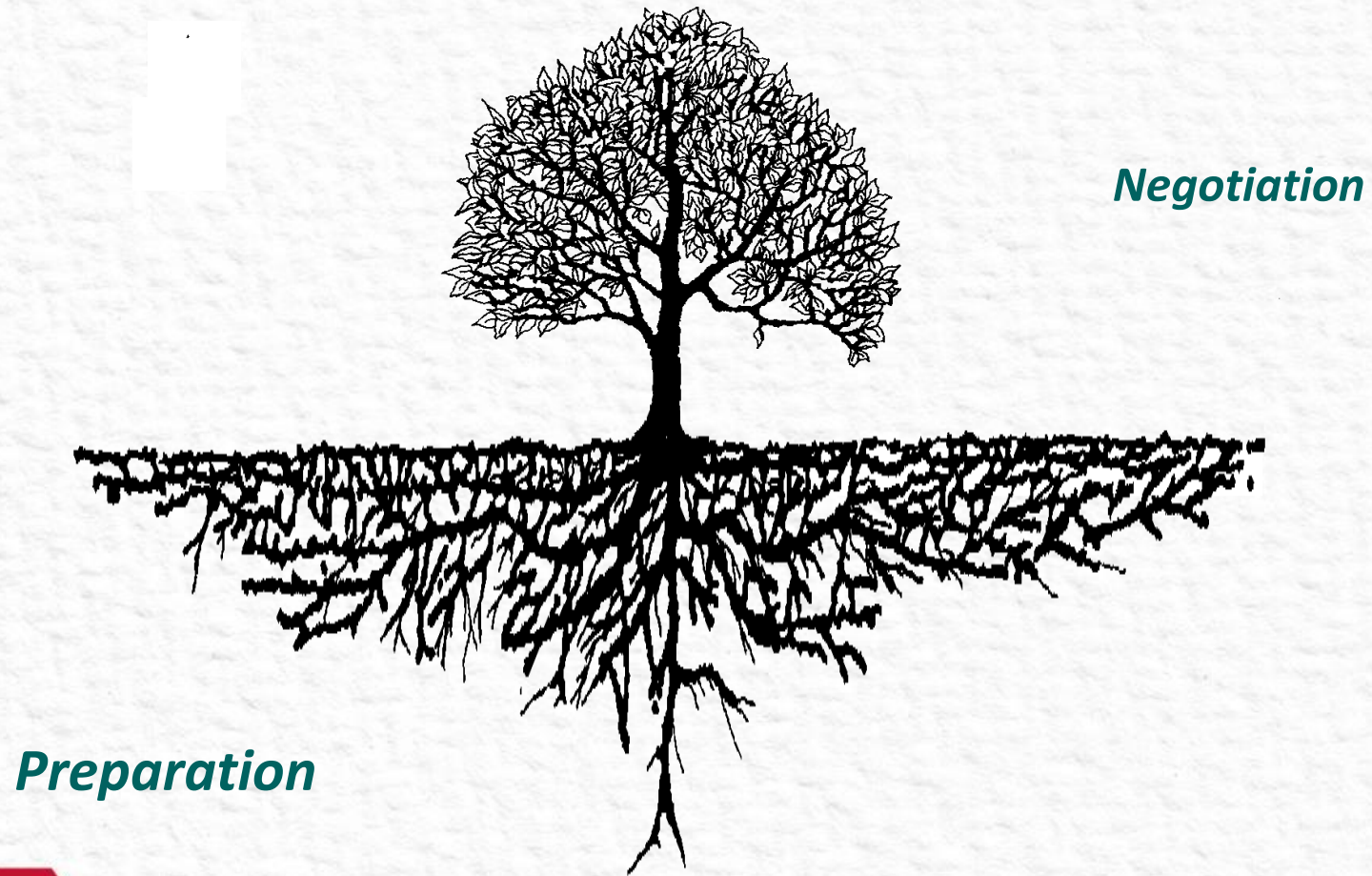
**Lower expectations drive lower outcomes**

## **Reframe:**

- What can I do for this organization, and this manager, and how can I meet the needs they have?
- "Here are the resources I need to be effective."



# Negotiation Basics: Two Phases



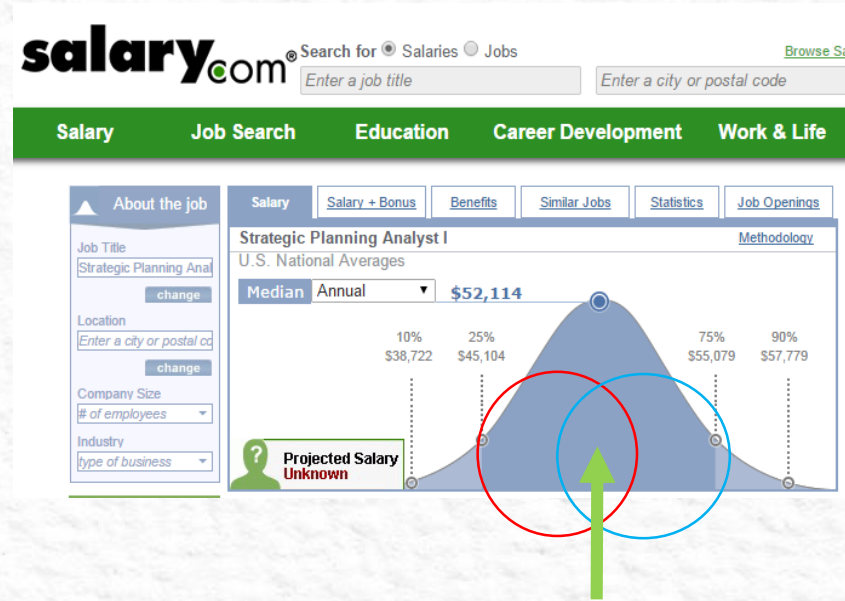
*Negotiation*

*Preparation*



# Phase 1: Preparation

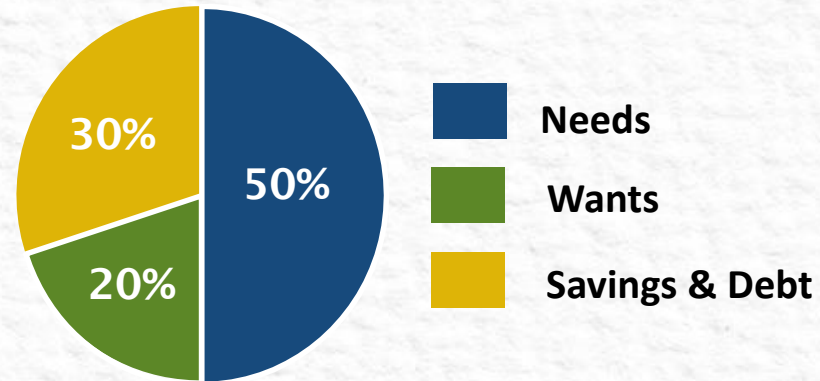
1 Determine Your Worth (before the 1st interview)



Subtract about 30% (taxes, health insurance premiums, 401K contributions, etc.) to determine take-home pay

Add value for your relevant accomplishments, skills, personal qualities

2 Create a Realistic Budget



What is the *lowest* salary you can afford? (= your resistance point)

Know when to walk away!

3 Practice, Practice, Practice!

# Responding to an Offer

1. **Express appreciation for the offer** (without yet accepting): Think of it as a *first* offer.
2. **Ask for the *whole compensation package*** if the offer does not include this (benefits, etc.).
3. **Tell them you need \_\_\_\_\_ time to review** it carefully (typically a day or two, but you can negotiate for more), and **schedule an appointment to discuss** questions.

*Face to face is best, phone is second best - avoid negotiating by email*



# Some Items to Consider beyond Salary

See what else you can negotiate  
beyond salary

Evaluate the entire package

- Salary and salary progression
- Benefits
- Job title
- Promotional opportunities
- Etc.

## NON-SALARY ITEMS YOU MIGHT NEGOTIATE

MORE VACATION

SOFTWARE PROGRAMS

DIFFERENT TITLE

TELEWORKING

FLEX TIME

GYM MEMBERSHIP

ERGONOMIC CHAIR

PROFESSIONAL DEVELOPMENT  
Memberships, Conferences, Travel,  
Tuition Reimbursement



# Phase 2: Negotiating the Offer

**Thank them for making time to meet with you.**

**Make it Collaborative: you and they share the same goal: getting you hired!**

- Think: what would make the situation work for *everyone*?  
“Make it about them: Focus on serving and adding value, and what you love.”  
Casey Brown, TED Talk
- Think and say “**we**” instead of “**I**”: Present multiple ways to implement your requests (e.g., taking added the time off in slowest month)

**Present your salary research and other arguments.**

**Respectfully and persistently make your case, while showing understanding for their points.**

**Get any final agreement *in writing* before you sign!**





# Exercise: Practice Negotiating an offer

**Prepare & Pair up:** Choose a 'realistic' prospective salary range, and review your strengths for the position

- A. Explain why you should be higher on that range than their offer**  
("Based on my salary research...") ("Remember: I also bring x, y, and z strengths . . .")
- B. Be reticent:** (Silence) (Limitations on budget) (Counter offer)
- C. Deal with it:**  
(Rephrase + maintain courteous silence)  
(Think of ways to make it work: "I could take the additional time off when we're slowest."  
"We could agree on goals, arrange a salary review in 3 months, and decide on making up the difference.")  
(Request other items than salary – frame in terms of benefits to *them*)
- B. Engage more positively:** "Here's what we *could* do..."

Thank You!