

“That’s a great start, but...”

The most important thing to know about negotiation is that it is not a battle, but an agreement. The risk to negotiating is very minimal, so never be afraid to ask if a negotiation is possible. When you enter into a negotiation – whether it’s for a job or a promotion – the most important thing is to be prepared. Planning and researching prepares you to know your worth, answer questions and problem solve during the negotiation process. Always remember that a negotiation is a business transaction and not a statement about you personally.

FACT

A typical annual raise for someone who stays within the same company is about 3 percent.

Someone who switches jobs is more likely to see their salary jump by 10 to 20 percent. This is why it’s so important to negotiate a salary increase when you’re being promoted.

PRIORITIZE YOUR WANTS AND NEEDS BEFORE THE NEGOTIATION

Here are some things to consider:

Salary	Stock/ Executive Benefits
Signing/Yearly Bonuses	Tiered Raises Over Time
Continuing Education/ Professional Development	Job Title
Vacation Time/ Sick Leave	Childcare
Flex-Time/ Flex-Schedule	Education Expense Reimbursement
Telecommuting Options	Better Office/ Office Location

THE NEGOTIATION PROCESS



DON'T

- Give the employer a salary range - give specific numbers to show you have done your research and are less likely to concede.
- Negotiate before you are offered the job.
- Negotiate after you have accepted the offer.
- Use personal issues as a justification for why your pay should change.

NEGOTIATING A JOB OFFER

When negotiating a job offer, research what the typical salaries are for the position you have been offered. You can use sites like **Onetonline.org**, **Glassdoor.com**, **bls.gov/oooh** and **Salary.com** to search the company, titles and comparable salaries. Before negotiating salary, consider the full benefits package that you have been offered, including: insurance, work schedule, relocation costs, professional memberships, certifications, etc. Review the priorities you determined earlier and compare them to the offer to determine if the overall offer exceeds, meets or falls short of your expectations. Always ask if you can negotiate and take time to consider the final offer.

TACTIC: Always start with your aspirational number	
Aspirational	\$101,200
Safety Net	\$87,500
Walk Away	\$75,000

HOW TO RESPOND WHEN THEY SAY:

"What are your salary expectations?"



They want to gauge the lowest you'd be willing to accept. If you say you're hoping for a certain salary that's at the bottom of their range, they know they won't have to offer you more, even if they were originally planning a higher offer.

"How much are you currently making?"



"I'd prefer to not discuss what I'm currently making because this position that I'm interviewing for isn't exactly the same as my current job. I'd like to discuss the responsibilities, and then I'm sure we'll agree on a salary that's appropriate."

"Unfortunately, we don't have any room to negotiate."



This is a good time to ask about the compensation package as a whole. Even if they can't budge on take-home pay, other benefits could provide a real monetary value.

"In the future, you will have opportunities for growth and raises."



"Because this number is a little lower than I feel comfortable with, I'd love to discuss my future and performance. I know that one of the most important things in this role is **[key metric]**. If I'm able to deliver that in **[time frame]**, would you be open to raising my compensation to **[target amount]** then?"



KEY PHRASE:

The only thing preventing me from signing this offer is ... starting a negotiation with this phrase shows the recruiter or hiring manager that you genuinely want the position - but need them on your side to finalize the offer.



NEGOTIATING A PROMOTION

A promotion is an opportunity to negotiate your compensation package. You're not so much asking your manager to give you a raise as you are asking your manager to work with you to adjust your compensation to reflect the value you add in your role. Doing a great job in your position isn't enough to make your case for a raise or promotion - you'll need to show that you've gone above and beyond. Come to the meeting prepared and equipped with industry knowledge and your job portfolio. Discuss a timeline to implement a promotion and salary increase or ask what you need to do to earn the raise/promotion. Work with your manager to follow up and follow through.



TIMING IS EVERYTHING

Having the appropriate timing can help you find your manager open and receptive to the idea of a promotion. Be aware of specific times when it may not be best to approach him or her. Start discussing your interest in new responsibilities 3-4 months before annual evaluations. Also, studies show that you're more likely to get a raise if you ask on Thursday because we become more flexible and accommodating as the week wears on.

DEMONSTRATE WHAT YOU'VE DONE

Job Performance Records



What are your numbers? Quantify your contribution – money saved, time saved, revenue, sales, etc.



Compare to peers, industry norms and past reviews. Show how you have grown.

A Brag Sheet



Have you taken on any additional responsibilities? Have you mentored any peers or team members?



Demonstrate where you've exceeded expectations, not just met the minimum requirements.

Education/Certifications



Do you have any new degrees, certifications or competencies?



You will soon have a new master's degree – use it to negotiate!

Customer Letters



Do you have any key clients willing to review or recommend your work?



Bring any glowing reviews or statements from partners. They know your work best!

An Updated Resume



Is there anything else they need to know?



Include volunteer work, committee participation and other activities to show the full picture.



KEY PHRASE:

What are your priorities right now? Asking questions like this can help you understand where your negotiation partner is coming from and offer up innovative solutions that will help.

