

# SALARY NEGOTIATING

## WHY NEGOTIATE YOUR SALARY?

Future raises are based on your starting salary

Lifetime earnings are significantly higher for those who negotiate their salaries

You don't want to miss the opportunity to show your potential employer that you have done your research

## WHY DO THEY NEED YOU?

Don't just tell them you are so good their company can't survive without you...show them. Create a packet to drop off to the employer proving your worth. Some things the packet may include:

- Industry wage information from onetonline.org
- Past performance evaluations
- Previous projects, papers or developments
- Examples of improved processes or \$\$\$ saved

Providing this information before you go in with your counter offer will help the employer understand where you are coming from, and help them realize they can't let you get away!

## HOW TO MAKE A GOOD 1ST IMPRESSION WORK FOR YOU:

A first impression will stick for awhile. Anything that happens in the interview process will still be reminiscent when salary negotiations occur.

Arrogance, overconfidence, bad manners and sloppy attire are mistakes that no interviewee can afford to make. Professionals know that the sure way to get the offer is to back up their skill set and experience with a first impression that leaves no doubt in anyone's mind that they're the right candidate for the job.

## Be Prepared

- Know how much you NEED to make
- The salary range for the position
- The industry salary norm



## Don't Be

### **AFRAID**

Most employers are expecting a negotiation to occur

You Should Probably Take the First Offer If...

You are currently unemployed

You are in it for the experience (i.e. training)

It's a survival job

They've made it clear the salary is non-negotiable

They didn't take your counter offer? Think about negotiating other things!  
**Benefits • Retirement • Schedule • Bonuses • Vacation Time**

**FOR EXAMPLE:** Henry was underpaid at \$60,000 in his current role as a project manager (essentially an internal consultant) to a large consumer products company, like Coca-Cola. He received an offer at \$90,000 to be an internal consultant for a large pharmaceutical. But the job actually typically paid \$120,000, and Henry knew that. He reiterated his interest to the company but assertively asked for market. It took a few back-and-forth discussions, but he got to \$120,000.

**Lessons for you?** *Know your market; a 50% pay increase as big as it sounds still might not be fair if the market is paying more. Stay positive – Henry always spoke as if he was joining the company and happy to be there. Don't stop at the first "No" – this negotiation took several rounds but Henry stayed upbeat and professional the whole time.*  
 Forbes.com

www.adworks.org



**Negotiation is most successful face-to-face; it is way easier to say "No" over the phone!**

Salary negotiations are like a first kiss: You're thinking about it the whole time and nervous before you start, but once you get going it should come naturally and be easy

-glassdoor.com

## HELPFUL TIPS:

- |   |                                      |
|---|--------------------------------------|
| Do be professional                        | DON'T mention salary in an interview |
| Do be flexible                            | DON'T give a number...give a range   |
| Do show your worth                        | DON'T talk about how much you need   |
| Do research                               | DON'T rush                           |
| Do let the employer bring up salary first | DON'T let emotions into negotiation  |
| Do be realistic                           | DON'T push it                        |

