

# Salary Negotiation

## The Essential Guide



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- If you have questions and/or would like to follow-up with a Career Services Advisor please fill out a brief form for a virtual consultation.
  - <https://fs8.formsite.com/adworks/form52/index.html>

# Objectives

Learn the:

Who? What? Where? When? Why? How?



# What to Know Before Negotiations

- How much do you need to make?
- What is the salary range for the position?
- What should the salary range be for the position (ONET, Glassdoor.com, etc.)?
- What are other contributing factors?
  - Your personality and cultural fit
  - Stress level
  - Benefits
  - Hours
  - Commute

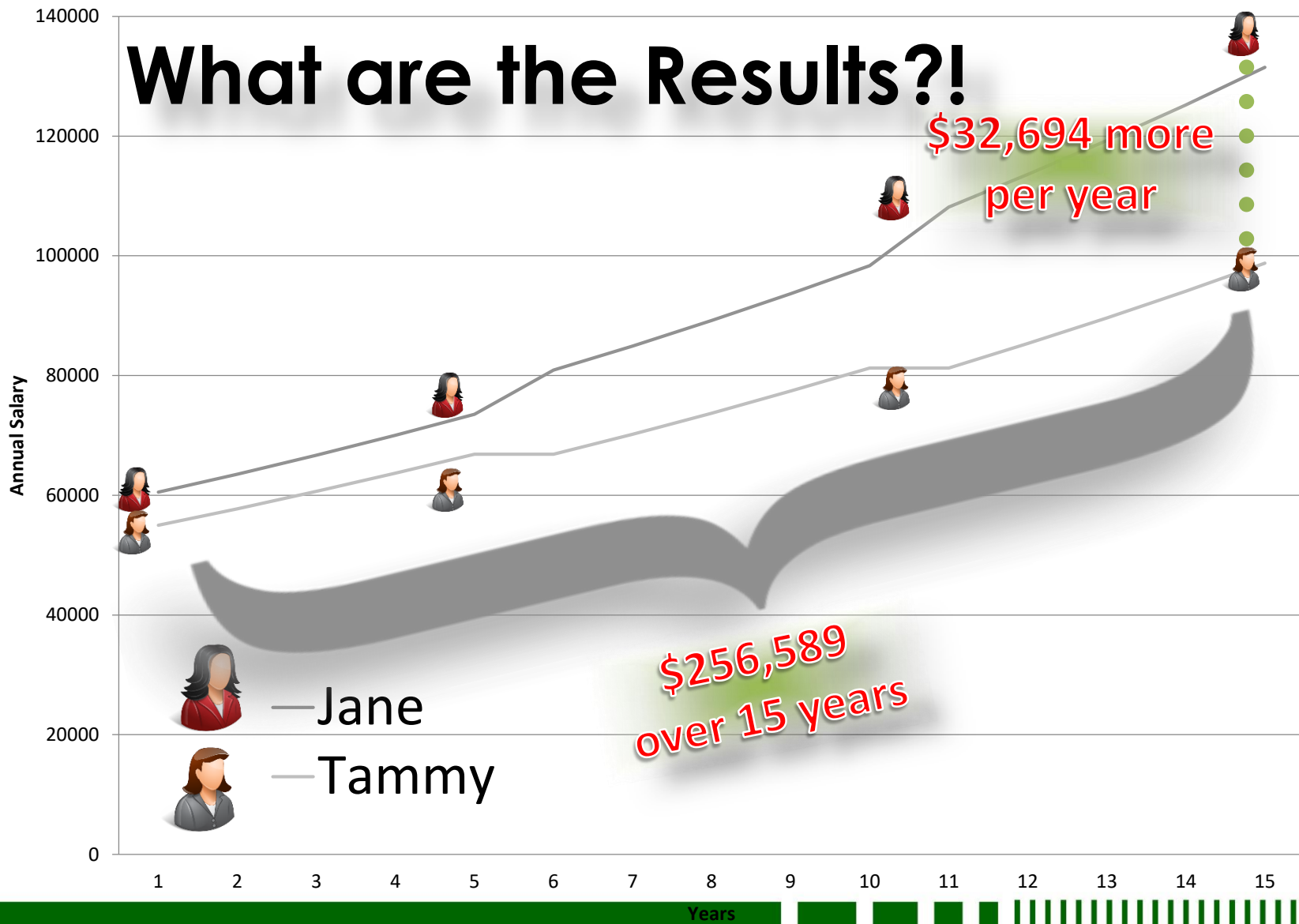


# Why Negotiate Salary?



Jane and Tammy are carbon copies of each other in education, skills, and experience. Both of them get a 5% annual salary increase, and get a new job every 5 years. BUT the difference between the two is Jane negotiates a 10% increase with each new job offer and Tammy doesn't...

# What are the Results?!



# Why Negotiate Salary? Part II

Show your potential employer you know your stuff using:

- The power of networking (get creative)

- Contacts from LinkedIn, Facebook, Twitter, WHEREVER!



- Networking with friends, family, contacts from your phone and email, past co-workers and bosses, your neighbor, someone you volunteer with, someone from high school, etc.



- Onetonline.org
- Glassdoor.com



Knowing what's reasonable brands you as:

- Organized, prepared, competent, reasonable, and most importantly, someone that recognizes a lowball offer when they see one

# Negotiation Leverage

1. Networking
2. Social Media
3. Resume & Cover Letter
4. Application
5. References
6. Interview
7. Follow Up



- Connected to people on the inside
- Has a polished social media brand
- Targets his resume and cover letter
- Polished application
- Outstanding references
- Convinces interviewer that he is an investment
- Gives a thank you note and follows up after every interview



- Knows no one on the inside
- Has no professional social media
- Uses the same resume and cover letter every time
- Has an average application
- Okay references
- Thinks he interviews well (but doesn't)
- Never follows up

# Sales Training!

A good **SALESPERSON**  
sells to **CUSTOMERS**

- ✓ They ask questions to understand the customer's needs
- ✓ Customizes the message to the customer's needs
- ✓ They explain the unique perks to beat out the competition
- ✓ Don't over sell the product and never lie!
- ✓ Nice personality

A good **JOBSEEKER**  
sells to **EMPLOYERS**

- ✓ The JOB POSTING has almost all the answers to what the employer needs
- ✓ Customize your message to the employer's needs
- ✓ Tell them about what makes you unique to beat out your competition
- ✓ Don't oversell your capabilities and always tell the truth!
- ✓ Personality fit is almost more important than skills

# Sales Training Part II

- Also equate your work to awards, customer satisfaction ratings, positive feedback, meeting performance goals, and/or having progressive yearly evaluations, etc.
- Prove whatever extra they have to pay you will be made up in what you save them. An example of this might be:

“...and with that project we saved the company 10% on production costs, was able to make a more quality product which increased customer satisfaction records from 89% to 98%!”

# Salary Questions in the Interview

When do you ask about salary in an interview?

- NEVER! They will bring it up; first one to speak loses.
- What if the application/cover letter asks for a desired salary?

What if they DO start talking money in the interview?

- Ask them, “What is the budgeted **range** for the position?”
  - If the range is appropriate, then reply, “That’s a range I’m comfortable with.”
- You can also say, “The salary range is negotiable.”

# During and After Negotiations

After they offer you the job, and give you their first offer...

- Tell them you're excited about the offer and tell them, "This is the job that I want" (if that's true).
- When they outline their offer, stay within 5 to 15% of that offer.

After you make your counter offer...

- Silence is golden! Stay cool, and let them think about it.
- If they tell you they will get back to you, get a time frame and follow up with them if the time frame passes.

# What if the Negotiation Doesn't Go as Planned

What do you do if they say the salary is not flexible?

Find out when the first performance review will be

- Start preparing for that review when you start the job. Get them to be very specific with what it takes to receive outstanding results. After achieving those results you can renegotiate your salary at that point.
- Also keep searching for a job. If you have other offers, or even just interviews lined up, you then have negotiating leverage at that performance review.

# What Else Can I Negotiate?

- Start Date
- Educational/Training Expenses
- Renegotiate Salary at 1<sup>st</sup> Performance Review
- Bonuses/Raises
  - Signing
  - End of the year
  - Performance salary increase
- Stock Options
- Flex Time
  - Make sure it is an option and don't ask to start a flex schedule right away
- Vacation, Retirement, Insurance and Health Benefits?
  - Generally not negotiable but you can ask
  - Network to find out



# When it Might Not Be a Good Idea to Negotiate...

- Consider how much you are making now.
- Are you going to build valuable experience?
- Is a lower wage going to help you in the long run, i.e. little pay but close to home?
- Is it a survival or transitional job?
- If they'd made it clear things are not negotiable.
  - What types of jobs usually don't negotiate?

# Review

- Know the company
- Know how much to ask for
- Know how much you need to make
- First one to throw out a number loses
- Know when to stop
- Don't be afraid
- Don't get upset
- Stay professional



Presentation Finished...

Please take this time to  
complete the  
Workshop Evaluation

1 is a low score  
5 is a high score

Thank you for your time!



Any Questions?