

GOOD MORNING

# SALARY NEGOTIATION

OR: HOW TO FEEL LIKE A VALUED MEMBER OF YOUR TEAM.

...

OR: HOW TO NOT GET SCREWED.

It's up to you to teach the employer  
why you are worth a high salary.

To give your proposal some weight, consider having the following:

- **A resume** which chronicles your job history as well as makes your core strengths clear. make it easy for the employer and summarize YOUR value added attributes in your resume.
- Concrete, specific examples are retained in memory better than sweeping generalities. Rather than vague adjective descriptors (e.g., "I'm highly motivated, creative and meet deadlines) include specific numerical descriptors of the work you performed (e.g., Supervised a staff of 10; Generated monthly sales of \$125,000)
- In your cover letter include at least one specific example of a job accomplishment. Rather than saying "Served as a call center operator" say "I got 30% of all users to purchase the weekly special. Annualized, this generated approximately \$250,000 in increased revenue).
- Rather than describing you by a string of vague adjectives descriptors, ask your references to describe one project that you did extremely well in their letter. Have them focus on the behaviors that they observed that lead to success.

# Conduct a Job Worth Bench Marketing Study.

WTH is that? Figure out who's making what salary, where.

Some places to start your research:

- [Glassdoor.com](https://www.glassdoor.com)
- Ask your trusted friends
- AIGA studies and reports ([designsalaries.aiga.org](https://designsalaries.aiga.org))
- Always figure in what area of the industry you're interested in -- interaction, visual, etc.  
(yes! it might change your pay scale)



Know What You Want and Go Get It!

Some useful questions to explore in advance of the negotiation include:

- What is your reservation wage (i.e. the lowest salary you would consider)
- What accomplishments in past jobs or education make you worth a higher salary?
- What is the market rate of pay for individuals (e.g. College Graduates) with similar background. How can you justify these numbers?
- If your last salary was lower than you demand, how can you justify asking for a higher salary?
- What objections might the employer have to your offer? How can you overcome these?
- What will be your opening ask?. Remember, this is the upper limit on what you will get. Set it high. Better still, let the employer make an offer first.

# THE NEGOTIATION ITSELF

(Don't puke, don't puke, don't puke)

## Rule #1: The first party to say a number, loses.

- Never, never tell what you are currently making or expecting to make. Say instead “I will not refuse a reasonable offer”. If pressed for your current pay, explain that you signed a non disclosure agreement with your employer that covers all confidential information. And that compensation packages are confidential. You have no intention of violating either the letter or spirit of that agreement.
- Whenever possible, do not talk salary until you have a firm job offer.
- When asked in an initial interview what salary you expect, use stalling tactics or turn the question back to them. For example:
  - + “I’m more interested right now in the job and whether we have a good match than I am interested in salary.
  - + “I’ll consider any reasonable offer”
  - + “You’ve indicated that it’s your company’s policy to pay at the 80th percentile. Given that, I’m sure we can work something out.”
  - + “Ask them what the salary range for the position is. When they respond say, “I’m sure we can agree to something within that range.”

## What you don't ask for you don't get.

- Once a job offer has been made, the company is likely to “escalate its commitment” to you.
- Think about it from the company's perspective. If you take the first offer, they may suffer from winner's curse and wonder if they should have offered even less
- Always open with a figure higher than you expect to get. Don't be ridiculous -- strike a balance between the value of your services and fair market value as much as you can.
- Asking the potential employer for a range protects you from the biggest mistake possible -- naming too low a figure. This is particularly important for women who typically have lower reservation wages and will settle for less than their male counterparts.
- Hold your opening position as long as possible. This might feel uncomfortable.
- Get the base salary high. Your base salary anchors your future raises. % raises are tied to it.

SILENCE IS GOLDEN

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You never lose a negotiation when the other person is talking.

- The average person only retains half of what is heard.
- You must listen to employer's concerns so you can demonstrate how you can meet them.
- Use reflective listening skills.
- The more the other party talks in the negotiation, the more they will like you and be willing to work with you to get an offer that is satisfactory.
- Pause and look reserved or dismayed after they make a low initial salary offer. Then give them time to think it over.
- You can use the quiet time to settle nerves, unclench your stomach, and remind yourself that its okay to walk away.

# THE BALCONY IS YOUR FRIEND

Walking away from what you want most



Going to your balcony involves taking time out away from the negotiations to rethink issues, calm down and regroup, and perhaps rephrase questions or information.

THE MOST VALUABLE QUESTION IN THE WORLD

No, REALLY!

"IS THAT THE BEST YOU CAN DO?"

Followed by one to two minutes, or several days of silence.

Silence allows the individual to consider what you've ask. You may need to give the spokesperson for the company the ammunition to justify your higher salary so they can "save face." Typically, the company representative will come back with an offer which is higher (usually \$2,000 to \$5,000).

Even if a company is hesitant to move on salary, they may have some latitude in other areas. Negotiate for these items after you've got your base salary as high as possible.

While some fringe benefits are not negotiable (e.g. social security contributes, some retirement funds), other are. Some perks you might want to negotiate for include:

- Signing bonus --a one time fixed cost to the employer
- A salary review in six months rather than the traditional year. It gives you time to demonstrate your competence.
- Stock options -- that's how the Microsoft founders got rich!
- Extra equipment (fax, car phone, computers, home office).
- Cost of internet connection for home.
- Flexible work site (home versus office)
- Cost of accreditation examinations (e.g. CPA, BAR, SHRM examination), preparation
- Payoff of your student loans
- Child or elder care.
- Airfare and time off to see children living in a different city (divorced parent who took a job away from his children)
- Larger office with better furniture
- Starting date
- Extra insurance coverage
- Credit cards
- Low interest loans
- Flexible hours
- Company cars
- Extra vacation time
- Tuition reimbursement
- Continuing Education trips

BUT WHY PUT MYSELF THROUGH ALL OF THIS?

**BECAUSE YOU'RE WORTH IT!**

You really are.

THANK YOU.