

FINE TUNE YOUR ABILITY TO NEGOTIATE

Your job search is a sales process and an important element of your success is impacted by your ability to effectively negotiate. If you had to rate your negotiating skills on a scale of 1 – 10 (10 being the highest) where would you rate?

Your ability to successfully negotiate will be determined by the following:

- Your ability to set yourself up as an effective negotiator
- Your ability to ask questions geared to influence the offer you receive
- Your ability to remember the WIIFM (What's In It For Me) for all individuals involved in your compensation package negotiations
- Your ability to fine tune your listening skills to alleviate selective hearing
- Your ability to remember. It is not your job to agree or disagree with the individuals involved in the hiring process.

It is your job to determine how you will:

1. Differentiate yourself from your competition
2. Negotiate the best compensation package

During the job search process there are numerous times when negotiations take place. You must become proficient in negotiating because you are normally interacting with multiple people involved in the hiring process.

TWO POINTS IN THE SOFT SELL

If you do not have sales experience, a soft sell is an easier approach.

1. Your ability to direct the thinking and actions of hiring authorities is directly related to your ability to direct your own thinking and actions.
2. Your prospect's enthusiasm for your skill, experience and personality is a product of your enthusiasm and level of confidence.

It is very important to remember that the hiring authorities are only interest in WIIFM. Enthusiasm is contagious; so is uncertainty. Your attitude can make or break your ability to negotiate.

TOP REASONS TO BECOME A BETTER NEGOTIATOR

1. Improve the compensation package you will be offered
2. Achieve desired outcomes while fostering relationships
3. Maximize financial returns and value in negotiations
4. Avoid being paid less than your worth
5. Neutralize difficult negotiators and their tactics
6. Enter into and conduct negotiations with confidence
7. Know when and how to walk away from a negotiation

Most studies on negotiations state that in over 75% of all negotiations, both parties wait to see what the other party will do before they decide what to do themselves. What that means is that a person who has any negotiation framework in mind gains an enormous advantage in the negotiation process. With a framework, you will be able to set the agenda, establish the tone of the negotiation and direct how the compensation negotiation proceeds.

STEPS TO CREATE A FRAMEWORK IN ADVANCE

1. Realize salary is negotiable

Most Human Resource Professionals and Hiring Authorities expect you to negotiate your compensation package.

2. Focus on the value you bring to the table

Focus on the value you will provide, the benefits they will experience by hiring you and the outstanding results you will achieve based on your past accomplishments and impact on past employers.

3. Stress accomplishments that saved time or money

Employers assume that your past performance is an indicator of future performance. Employers can quantify the value of this type of accomplishment which enhances your ability to negotiate a higher offer.

4. Do your research in advance

Understand the salary range for this opportunity. Conduct research that will reveal the average pay at other employers in their same industry, location, size, etc. It is rare when you can negotiate an offer that is much higher than the norm.

5. Delay salary negotiations until they understand your value

The offer is based on your ability to ace the interview showing the value you bring to the table. Provide specific examples of problems you solved, revenue you've generated, and processes you have streamlined.

6. Realize you can't negotiate up!

Employers will always consider your current compensation, the information you indicated on your application and numbers you have discussed during the interview process. You can always negotiate down, but it's next to impossible to negotiate up.

It is strategic to ask for more than you would accept, so you have room to negotiate.

Bottom Line – the biggest factor in determining whether you obtain a high salary is based on whether you ask. Most companies are willing to negotiate salary, but the vast majority of job seekers never try to obtain a higher offer. Conduct your research so you are negotiating a fair offer, act professionally, treat everyone with a high level of respect and you would easily surprise yourself with how easy it can be to negotiate a higher offer!

The more comfortable you become at negotiating, the more successful you will become in obtaining the offer you deserve!