

# Salary Negotiations



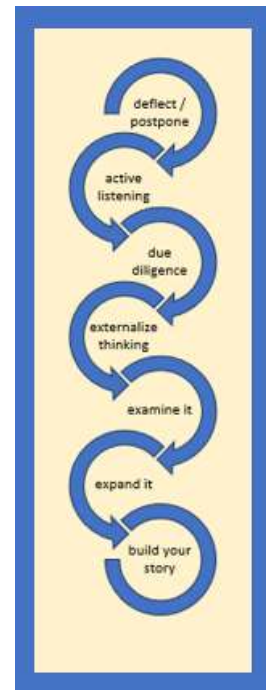
*In order to influence (which is necessary for negotiating), you need to have enough info to create leverage.*

*So you need to listen (actively) and draw out the **WiiFM**.*

*Once you have, you can engage system 2 (critical thinking) → due your due diligence to build a strong PoV (based in q&q data). then externalize your thinking, examine it, expand it, and use that to tell a story --- not “once upon a time”, but start with a shared desired outcome, share the opportunities (how you can help them achieve that D.O.), and wrap with why that justifies the salary (range) that you’re expecting.*

- Research industry salary trends and evaluate what you have to offer when negotiating your salary. Consider presenting a salary range rather than just one number.
- Your geographic location, years of experience, managerial experience, education level, career level, skills, licenses and certifications can influence your salary.
- Don't be afraid to walk away from a job offer if the employer can't meet your minimum salary requirement or offer additional benefits that make it worthwhile.

When asking for additional compensation, be sure to provide one to two solid examples of why the company should invest more in you. It's important to avoid asking for more money without any reason, much as you wouldn't spend more of your money without understanding the value of the product. Provide a relevant example from your past that can persuade the hiring manager to increase your income. Outside of income, you can also negotiate benefits, time off or other valuable perks.



## Why do employers ask about salary?

When an employer asks about your salary expectations, it's usually for one or more of three reasons. With this question, they want to learn about:

- **Budget fit.** The interviewer wants to make sure your compensation expectations align with what they've calculated for the job. If they find most candidates are asking for more than anticipated, it might mean requesting a larger budget for the position.
- **How you see yourself.** Good candidates will know the worth of their skill set on the market and can share this with confidence. To determine your appropriate market value, factor in your career level, years of experience and career achievements.
- **Your experience level.** Applicants who ask for a significantly higher amount than other candidates may be too senior for the role. This said, a salary expectation on the low end could indicate you're at a lower experience level than what the job requires.



3 ways to respond to the “what are your salary expectations” question ----

### 1. Deflect the question

If you're still early in the [hiring process](#) and still learning the specifics about the job duties and expectations, you may want to deflect any question about salary to discuss later on. Note that prior to a formal [job offer](#), a salary question is mainly the interviewer's way of gathering information. To delay answering, you could say:

**Example:** “Before I answer, I’d like to ask a few more questions to get a better idea of what the position entails. That way, I can provide you a more realistic expectation.”

### 2. Discuss total compensation

In addition to your salary, there may be other benefits, perks or forms of compensation you consider just as valuable. Including these as possible [opportunities for negotiation](#) is an option as well. For example, while the employer may not have budgeted enough for your ideal salary range, they may be willing to offer equity in the company to make the compensation package more attractive to you. You could answer the question with:

**Example:** “I am open to considering your company's entire compensation package, including equity, bonuses, stock options and other opportunities.”

### 3. Provide a salary range

If you arrive at the point in the interview when it's time to provide a number, you could offer a range versus a single figure. Keep in mind, however, that the employer may opt for the lower end of your salary range so make sure your target number is as close to your bottom number as possible. Further, keep your range somewhat tight with a variance of no more than \$5,000 to \$10,000.

**Example:** *"I am seeking a position that pays between \$75,000 and \$80,000 annually."*

**Pro tip:** "What are your salary expectations?" is a different question from "What is your current compensation?" Keep in mind that it's illegal for employers to ask your salary history in some states and cities.

Here are a few more examples to provide you with more context as you research average salaries and determine what response is best for you as an answer to "*What are your salary expectations?*"

Example 1: I'm flexible but am looking to receive ...

*"While I am certainly flexible, I am looking to receive between \$83,000 and \$87,000 annually. Due to my skill set and experience level, I feel this is a comfortable and appropriate range for my work."*

Example 2: My baseline salary requirement is ...

*"My baseline salary requirement is \$94,500. I feel that the value and expertise I can bring to this role support my compensation expectations. Is this in line with your thoughts?"*

Example 3: I'm expecting my salary to fall between ...

*"Let me start by reiterating how grateful I am for the benefits this job offers such as generous paid time off and health benefits. That being said, I am expecting my salary for this position to fall between \$45,000 and \$50,000 annually. My rich background in client services specific to this industry can play a role in strengthening the organization."*

Example 4: I'm open to learning about the company's range ...

*"Thank you for asking. I feel that an annual salary between \$67,000 and \$72,000 is in line with the industry average and reflects my skills and experience level well. I am, however, flexible and open to hearing about the company's compensation expectations for this position."*

Put together a few talking points before you contact the employer, and be as specific as possible. You might include information such as:

- Results you've achieved in previous roles, including goals you've met, the revenue you've helped generate or awards you've earned. If possible, use actual numbers
- Years of industry experience, particularly if you have more experience than the employer stated as a minimum requirement
- Skills or certifications, especially if they are in high demand within your industry
- Average salaries being offered by other employers for similar roles

What to do	What to avoid
<ul style="list-style-type: none"> <li>• <b>Aim high:</b> By aiming higher, you can better ensure you'll still make your target number.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Don't commit too early:</b> Remain as noncommittal as possible early on to up your leverage later.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Be confident when answering:</b> Some employers are interested in your answer and your delivery.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Don't provide an exact number:</b> A set amount can indicate you aren't open to negotiations.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Explain your reasoning:</b> Highlighting your experience or your educational level can add justification for your salary.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Don't arrive unprepared:</b> Prepare your answer by researching industry standards and considering your own cost of living.</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Don't go too high or too low:</b> Don't price yourself out of the position, nor accept a salary that's too low.</li> </ul>

Contact the recruiter or hiring manager to set up a time to speak over the phone. While it's acceptable to negotiate over email, it's more effective to have a verbal exchange. Speaking over the phone, in a video call or in person allows you to have a back-and-forth conversation, express gratitude and clearly communicate your requirements. Be respectful and clear, as the recruiter or hiring manager will be the ones advocating for your salary to the decision-makers.

Practicing your talking points can help you gain confidence and identify areas for improvement. The best way to practice is in front of a trusted friend or colleague who can provide helpful feedback. You can also try recording your conversation on a camera or speaking in front of a mirror.

This step is especially important because talking about money can sometimes feel uncomfortable, but the more you practice, the more comfortable you'll feel when it comes time for the conversation.

Speaking with confidence is as important as the words you say. The more confidence you convey, the more confident the employer will be in their consideration of your feedback. Lack of confidence can also result in over-explaining or apologizing for your request, neither of which is helpful in a negotiation scenario. Confidence, an appreciation of our own abilities and qualities, should not be confused with arrogance, an exaggerated sense of our importance. Appearing overconfident or arrogant always gives a negative impression. Instead, confidently and simply state your requested salary with a brief summary of your talking points.

Once you reach the job offer phase of the hiring process, you've probably invested a great deal of time and energy applying and interviewing for the position. The employer has also invested time in the process, so it's crucial you recognize this and thank them for considering you. Be sure to share specific reasons why you're excited about the job, such as the culture or the product.

Even if you end up declining the offer, it's important to do so in a friendly and professional manner. After all, you never know what opportunities they may have available for you in the future.

One fundamental rule of salary negotiation is to give the employer a slightly higher number than your goal. This way, if they negotiate down, you'll still end up with a salary offer you feel comfortable accepting. If you provide a salary range, the employer will likely err on the lower end, so be sure the lowest number you provide is still an amount you feel is fair.

Recruiters and hiring managers negotiate often, so they will likely be prepared to ask important, sometimes intimidating, questions to determine your motivation. It's important not to get rattled by these questions and to remain honest. Some questions you can expect include:

- ***Are we your top choice?***
- ***If we come up in salary will you accept the position immediately?***
- ***Do you have any other offers?***

Even if the employer cannot provide the salary amount you want, they may be able to offer other forms of compensation. For example, you may be able to negotiate stock options, extra vacation days, a sign-on bonus or additional work-from-home days to combat a lengthy commute. Be ready to ask for alternatives if the employer immediately lets you know they cannot increase the salary offer. Sometimes, the alternatives may be just as valuable as a paycheck.

If the person you're negotiating with seems surprised, reacts negatively or immediately rejects your counter, try to remain confident and calm. Meet their reaction with open-ended questions to find out more information and keep the conversation going. Examples of questions include

- ***"What is the budget for this position based on?"***
- ***"What information do you need from me to make a decision?"***
- ***"Are there other negotiables available besides salary?"***