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- 🎯 I want to help you ... **Get a Job!**





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8 ways to boost your confidence before a job interview

Sweaty palms. Rapid heart rate. Self-doubt. ...

These feelings are all normal to have in hours the leading up to a job interview. However, such signs of nervousness can devastate your chances of getting your dream job.

Here are eight ways to nix the pre-interview jitters and boost your confidence:

Try a Power Pose

Social psychologist and Harvard professor Amy Cuddy says that power poses can decrease hormones related to stress by 25 percent and can increase the body's testosterone levels by 19 percent. Find a private place, like the bathroom, and strike a power pose. Stand with your head and chin up, lift your chest and place your arms up above your head or on your hips. Hold your power pose for two minutes and repeat until you feel confident.

Lock the Part

The first impression is important, so be sure to leave a professional impression and dress the part. If you're interviewing for a corporate job, a suit is best. For women, tailored suits or a pencil skirt paired with a tucked-in blouse and blazer are both good options.

Dressing for Interviews

Less-formal jobs mean that you can wear more business-casual attire. Accessories like a briefcase, handbag or jewelry should complement your outfit and should not be distracting. If you're carrying a briefcase or a handbag, it shouldn't have any wear and tear and most importantly, it should be clean.

Swap Your Eyeglasses

Eyeglasses are known to make some people feel insecure. Sound familiar? Have you ever tried contacts? Ask your eye doctor about options for trading in your frames for contact lenses from a local company or [Vision Direct](#). Without the spectacles hiding your eyes, you'll feel more empowered and confident in yourself.

Breathe In, Breathe Out

Before you walk into your next interview, take a few deep breaths to calm your nerves. Katherine Walker, Executive Director of [Lifetime Behavioral Health](#) suggests taking 10, slow, deep breaths to relieve stress brought on by your

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Kathy Bernard

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Job Tips by Topic




Applying for jobs
(Applying online, changing careers, applying for jobs in a different city, finding and using the best job sites, explaining job terminations, determining what you want to do, how to stand out, various ways to land a job, completing paper forms, and much more)




Covers letter, emails and phone calls
(Fast fixes to improve your cover letters, email messages and phone calls to improve your chances with hiring companies; using keywords in your messaging, and more)




Inspiration / improving yourself (Overcoming weaknesses, obstacles, discouragement, and mistakes; determining what you really want to do and whether you are really trying in your job search, re-energizing)



Interviewing and salary negotiations
(Handling phone, Skype, panel and in-person interview questions, responding to difficult negotiating salary, and much more)




LinkedIn / online presence
(Growing your network by inviting and accepting inv. LinkedIn profile, and more. Also guidance in using [Glassdoor.com](#) and [Jobtonal.com](#) to improve your media.)




Networking/researching companies
(In-person and online networking, setting up referral and informational interviews, researching companies to impress hiring managers, and more)




Older worker / new grad strategies
(How to de-age your resume, make up for a lack of experience, show that you are wise/vibrant beyond your years, and much more)




Printable resources (Download free printable materials including a job search action plan, an application form preparation sheet, a career search checklist, a referral interview success sheet, an interview preparation checklist, and other forms and documents.)



Recruiters and how to work with them
(How to find, select, impress, and work with recruiters, executive search firms and headhunters. Also what to say when you meet with them and how to ensure that recruiters will be really helpful to you in your job search.)



Resumes and references
(Crafting your resume to get results and to best match the job description, fast resume fixes, developing a strong reference list, learning how to find prepare your references for reference calls, and much more.)



Find step-by-step guidance on every aspect of the job search

What scares you about salary negotiations?



Why people don't negotiate

- Fear!
 - Economic uncertainty
 - Losing the opportunity
 - Weak negotiating skills
 - Avoiding an unpleasant situation
 - Lack of self-confidence



Despite your fears, negotiating is crucial!

- Failure means leaving **BIG \$** on the table

... \$500,000 by age 60!



The facts ...

- 36% always negotiate
- 44% occasionally negotiate
- 20% never negotiate



Battle of the Sexes

- 46% of men always negotiate
- 30% of women always negotiate



Man or woman ...

- 76% regret not asking for more



Gender differences ...

- Men fear losing job offer (36% to women's 29%)
- Women fear lack of skills (26% to men's 18%)
- Women make 80% of men's salaries



Gender differences ...

- Men: Negotiating is like ...
winning a ball game
- Women: Negotiating is like ...
going to the dentist



Typically companies ...

- Expect to negotiate
- Allot more for the position than what they first offer



How salaries are determined

- Compensation surveys / research
- Asking around
- Monitoring why people left past jobs
- Plus another measurement ...



The **other** salary determination:

- Total compensation typically falls into the 25th, 50th or 75th percentile range for the position depending on
 - Experience
 - Abilities



Huh?

- **MOST** seek 0-3 years experience
- **SOME** seek 5-7 years experience
- **FEW** seek 10+ years experience



0-3 years experience:

- Good technical / critical thinking skills
- Some problem-solving abilities
- Need to learn much more
- Recent college grads or career changers
- Pay range: Around **25th** percentile



5-7 years experience:

- Very good technical/critical thinking skills
- Experienced subject matter expert
- Can solve 90%+ of problems
- Pay range: Around **50th** percentile
- Entry level management or supervisor



10+ years experience:

- Subject matter expertise in 2+ areas
- Strong leadership abilities
- Manager, director or above positions
- Pay range: Around **75%** percentile
- Remaining 25% is for raises



Learn the salary range:

Glassdoor.com
Bureau of Labor Statistics
Indeed.com/salary
Jobitorial.com
Jobs-salary.com
Monster.com (free Salary Wizard)
Payscale.com
Salary.com
Simplyhired.com/a/salary/home



Search on Google

- Type company name
- Job title
- City
- The word “salary”



- Determine low and high end of range
- Seek out data for similar jobs at competitive companies



Know the company!

- LinkedIn, Hoovers, D&B, etc.
- Ask connections about culture
- Learn from competitors, customers, suppliers, company web site
- See if they have issues
- Review annual statement, 10Ks
(for public companies)



Handling Online Salary Requests



If you must complete a salary box ...

Research the range. If you can find it, then ...

- Put in the lowest salary you will take
or ...
- Put in the salary you want



Salary Requirement:

- Risk: You'll price yourself too high or low
- Solution: Impress company by
 - Asking influential people to vouch for you
 - Emailing them / sending samples
 - Setting up meeting with hiring manager



Don't have to complete a box?

- **Option 1: Ignore the request**
- Risk: Rejection for not answering question
- Solution: "Let's meet so I can learn more about the job. We can discuss the salary range then. I think you will find my salary requirement is negotiable dependent upon the job duties and benefits."



Option 2: State your salary history

- Risk: Rejection due to **high** past pay
- Solution: Include your salary history. Write: "I don't require making the same salary as before. I am far more interested in working very hard in a satisfying job experience."



- Risk: Rejection due to **low** past pay
- Solution: Include your salary history.
“My most recent position was a survival position while looking for a job in my field. My going rate **in-field** is \$____.”



Options 3: Say your salary is negotiable

- Risk: Rejection for being evasive
- Solution: **Expand your answer:**
“My salary requirement is negotiable. I am so eager to become part of XYZ Company, I am sure we can work out a range that will be mutually agreeable.”



Option 4: State a range

- Risk: They opt to pay at the low end
- Solution: **Leave room for negotiation:**
Write: “An acceptable salary range for this position based on my research, is \$XX to \$XX, not including benefits. My requirement is flexible and negotiable within this range, depending on benefits and advancement opportunities.”



Handling In-Person Salary Requests



Positioning

- NEVER bring up salary
- Let the employer bring it up



Negotiating in the interview

- **Hiring manager:** “What are your salary expectations?”
 - **You:** “I’m looking for a salary that is commensurate with the responsibilities of the position while taking into account my advanced abilities and experience. What do you have allotted for the position?”



Or, try ...

- **You:** “What’s important to me is not so much the salary, but whether we are a good fit. If we agree I am the right person, I’m sure we can work out a fair compensation. Do you have a predetermined range in mind?”



If they insist, **state a range**

- Say: “An acceptable salary range for this position based on my research, is \$XX to \$XX, not including benefits. My requirement is flexible and negotiable within this range, depending on benefits and advancement opportunities.”



When to negotiate

- Wait until you get the offer to negotiate
- First offer: "Floor" / Highest offer: "Ceiling"



When to negotiate

- **Don't accept the offer on the spot**
 - Express delight
 - Ask for an offer letter outlining the entire compensation package
 - Buy time. Seek their deadline.
 - State that you will review the offer and call with questions



If the offer is too low ...

Thank them for the offer and remember they chose you.

State how pleased you are that the company has selected you.



If the offer is too low:

1) Counter positively.

- Remember, companies generally pursue *two* finalists. Don't get cocky
- Ask: "How open are you to negotiate?"



State:

- “Thank you for the offer.
I appreciate being your choice for this position. I believe I can do great things for XYZ Corp.; however, I am disappointed. I’m seeking \$XX to \$XXX.” (your **mid-point** to **highest salary** desire)



2) Refuse to negotiate

- State and stick to your rate.
“I’m seeking \$XX and believe I am worth it because I can bring A, B and C to the table.”
 - Shift the pressure to the hiring manager
 - They don’t want to come up empty handed
 - Give them the opportunity to be generous



Negotiating in the interview

- NEVER be rude or abrupt
- Smile, be polite and professional
- Sit up. Look the employer in the eye
- Expect long pauses. Stay silent. Wait for a response
- Don't back peddle or cave



Prove your worth

- State that you **will** exceed expectations
- Create a climate of trust, goodwill and value-added results



Be calm and carry on

- Maintain emotional neutrality
- Clear your mind of panicky thoughts
- Exude calmness
- Radiate that you are the solution to their problem



Don't ...

- Beg
- Be overly formal
- Over explain
- Hit them with too many questions
- Be close-minded
- Finalize too quickly



Review the offer

- The offer is more than the base salary! Consider:
 - Signing bonuses
(trying wrapping it into base salary)
 - Yearly performance bonuses
 - Commission plans
 - Merit increases
 - Company car or car allowance



Offer: \$60,000, open to negotiate

You: Negotiate the base:

"With my experience and qualifications, I'm seeking in the high 60s range ..."

Employer: Counter:

"What we offer is standard for this position. What are you looking for?"

You: Counter: "I understand. I am seeking \$68,000. How can we make \$68 doable?"



Employer Counter:

"As I said, that's usually standard for us but perhaps I can go to \$65,000 max."

You: Counter:

"I understand; however \$68,000 is more in-line with what I am seeking. How can we get to \$68? [If no ...] Well then, in addition to the \$65,000 salary offer, I'm seeking four weeks of vacation per year"

**Offer: \$60,000 firm****Employer Counter:**

"The salary is set. It's standard for our company, there is no room for negotiation. It really is our best offer."

You: Counter:

"I appreciate you presenting your best offer from the start. Since you can't budge on salary, what benefits *can* we discuss, perhaps a signing bonus?"



Negotiate benefits / perks

- Stock options/401k
- Healthcare, disability, life
- Retirement/termination (pension/severance)
- Tuition reimbursement
- Sick days | Maternity leave
- Vacation pay



Practice!

- Break into twos
- 1 person: Offer job / salary
- Other person: Negotiate for a better salary
- Switch roles
- Bosses: Be open | closed to negotiation



Perks / optional benefits

- Relocation assistance
- Flexible schedule (flex time)/work from home
- Company discounts
- Paid overtime
- Company car/mileage reimbursement
- Paid parking



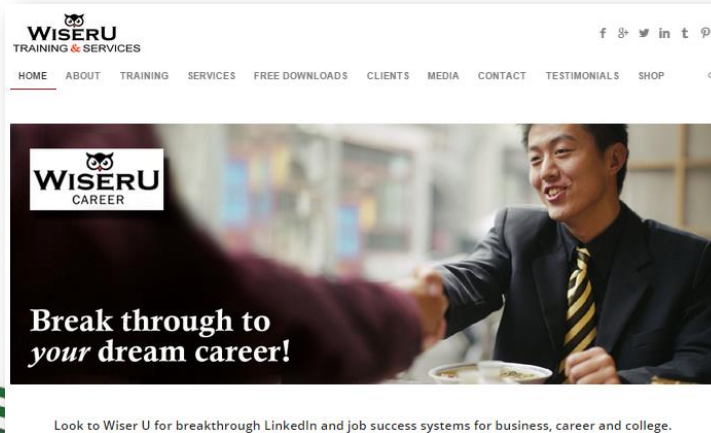
*Never turn down a benefit!
Use it as a bargaining chip*

Emphasize your value. Share ...

- How you will add value
- What problems you will solve
- How you will save the company money
- How well you will lead
- What you are known for
- How you maintain your expert status
- How you motivate others
- Why you the best person for the job



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Kathy Bernard

Hi! I'm Kathy Bernard of WiserU.com. WiserU provides job seekers with the most comprehensive, up-to-date, and accurate information on the job market. I'm a career coach and a resume writer. I've helped thousands of job seekers find their dream jobs. I'm a career coach and a resume writer. I've helped thousands of job seekers find their dream jobs.

Why it pays to **get help**

If your salary was \$48,000 per year –

You are losing \$4,000 per month or **\$184 per day**

If your salary was \$100,000 per year –

You are losing \$8,333 per month or **\$385 per day**



Ways we can help

- Resume transformation: \$495
- LinkedIn profile optimization: \$395
- ... Request both for \$850! **You save \$40!**



WiserU.com
Contact Sue at 847-606-5160
or Susan@WiserU.com

Other ways we can help

- Career coaching
- Interview preparation
- Individual LinkedIn training

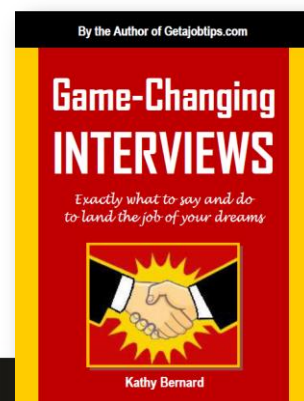


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Game Changing Interviews

- 84 page e-Book PACKED with expert guidance
- How to answer hard questions
- Questions you should ask
- Salary negotiation strategies

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