

# The Anchoring Advantage Method

Day 11 • Negotiation

**Why the first number said in any negotiation determines your final salary**

## Key Takeaways:

- Research shows the first number mentioned influences the entire negotiation range by up to 40%
- Use the "Range Plus" technique: State your target as the bottom of a 20% range
- Always anchor higher than your actual goal - negotiators typically settle 10-15% below the opening anchor

Here's the brutal truth: Most professionals lose thousands of dollars before they even open their mouths in salary negotiations. Why? They let the employer set the anchor.

Psychological anchoring is the cognitive bias where people rely heavily on the first piece of information offered. In salary negotiations, whoever throws out the first number essentially controls the entire conversation's range. Research from Columbia Business School shows that initial anchors influence final outcomes by 40% or more.

Here's my proven Anchoring Advantage Method that's helped my clients increase offers by \$15,000-\$50,000:

**\*\*Step 1: Do Your Homework First\*\*** Before any negotiation, research three numbers: market rate for your role, your target salary, and your dream number. Use Glassdoor, PayScale, and industry reports. Your target should be 15-20% above market rate.

**\*\*Step 2: Use the Range Plus Technique\*\*** Never give a single number. Instead, create a range where your target salary is the BOTTOM number. If you want \$90,000, say "Based on my research and experience, similar roles in this market range from \$90,000 to \$110,000." This makes your target seem reasonable and conservative.

**\*\*Step 3: Anchor High with Confidence\*\*** When they ask for your expectations, confidently state: "I'm looking for something in the \$X to \$Y range, which aligns with market rates for someone with my background." Use specific numbers - \$87,000 sounds more researched than \$85,000.

**\*\*Step 4: The Strategic Pause\*\*** After stating your range, stop talking. Let them respond. The first person to speak often loses negotiating power. Comfortable silence is your friend.

**\*\*Step 5: Justify Your Anchor\*\*** Be ready with 2-3 specific reasons why you deserve the higher end: "This aligns with market data I've seen, reflects my 5 years of relevant experience, and accounts for the specialized skills I bring in X and Y areas."

Real example: Sarah, a marketing manager, wanted \$75,000 but used my method to anchor at \$75,000-\$90,000. The company's initial budget was \$68,000, but her anchor shifted their thinking. Final offer: \$78,000 - \$10,000 more than their original budget.

Remember: Companies expect negotiation. HR departments typically have 10-20% flexibility built into their initial offers. By anchoring strategically, you're not being aggressive - you're being professional and informed.

The key is confidence. Practice your anchoring statement until it feels natural. Your tone should be collaborative, not confrontational: "I'm excited about this opportunity, and I'm hoping we can find something that works for both of us in the \$X to \$Y range."

Start using this method in your next salary conversation. The first number sets the stage for everything that follows - make sure it's working in your favor, not against you.