



Masterclass IN THE ART OF NEGOTIATION FOR WOMEN IN TECH

PREPARED FOR
WRITE | SPEAK | CODE CONFERENCE
AUGUST 26, 2017

FOCUS

PRACTICE CORE SKILLS
OF SELF-ADVOCACY
AND INTEREST-BASED
NEGOTIATION.

DRILL DOWN TO THE
KEY SKILL OF MEETING
PUSHBACK WITH
CREATIVITY AND
BRAINSTORMING.





WHAT'S YOUR SUPERPOWER?

3 NEGOTIATION *Principles*

1

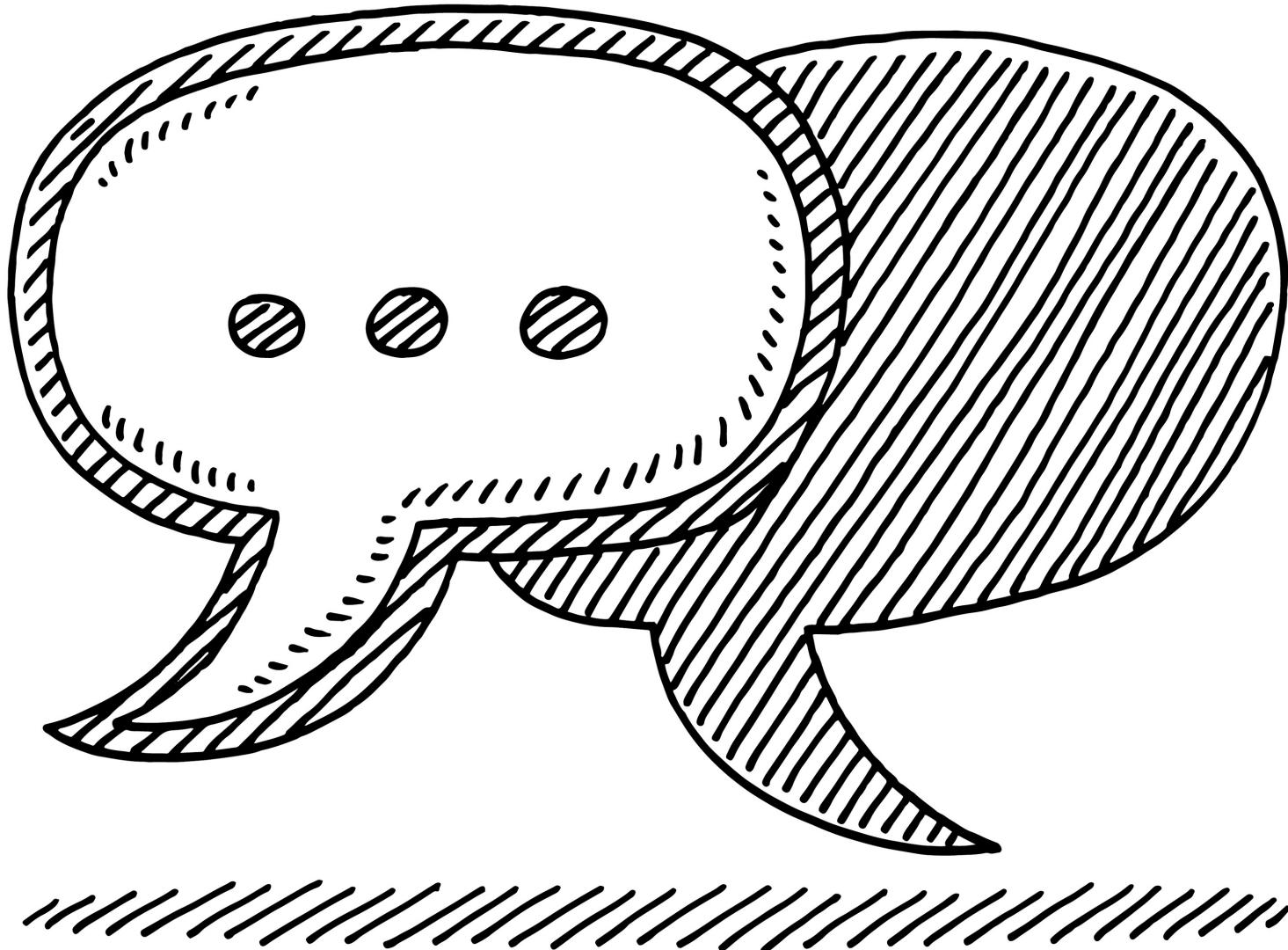
2

3

COMMUNICATION
DISCIPLINE

CONVERSATION
LEADING TO
AGREEMENT

YES, AND...



YEAH, BUT

vs.

YES, AND

3 LEVELS OF *Listening*

1

WAITING TO SPEAK
"ME ME ME"

2

INTO THE HEART
CURIOS

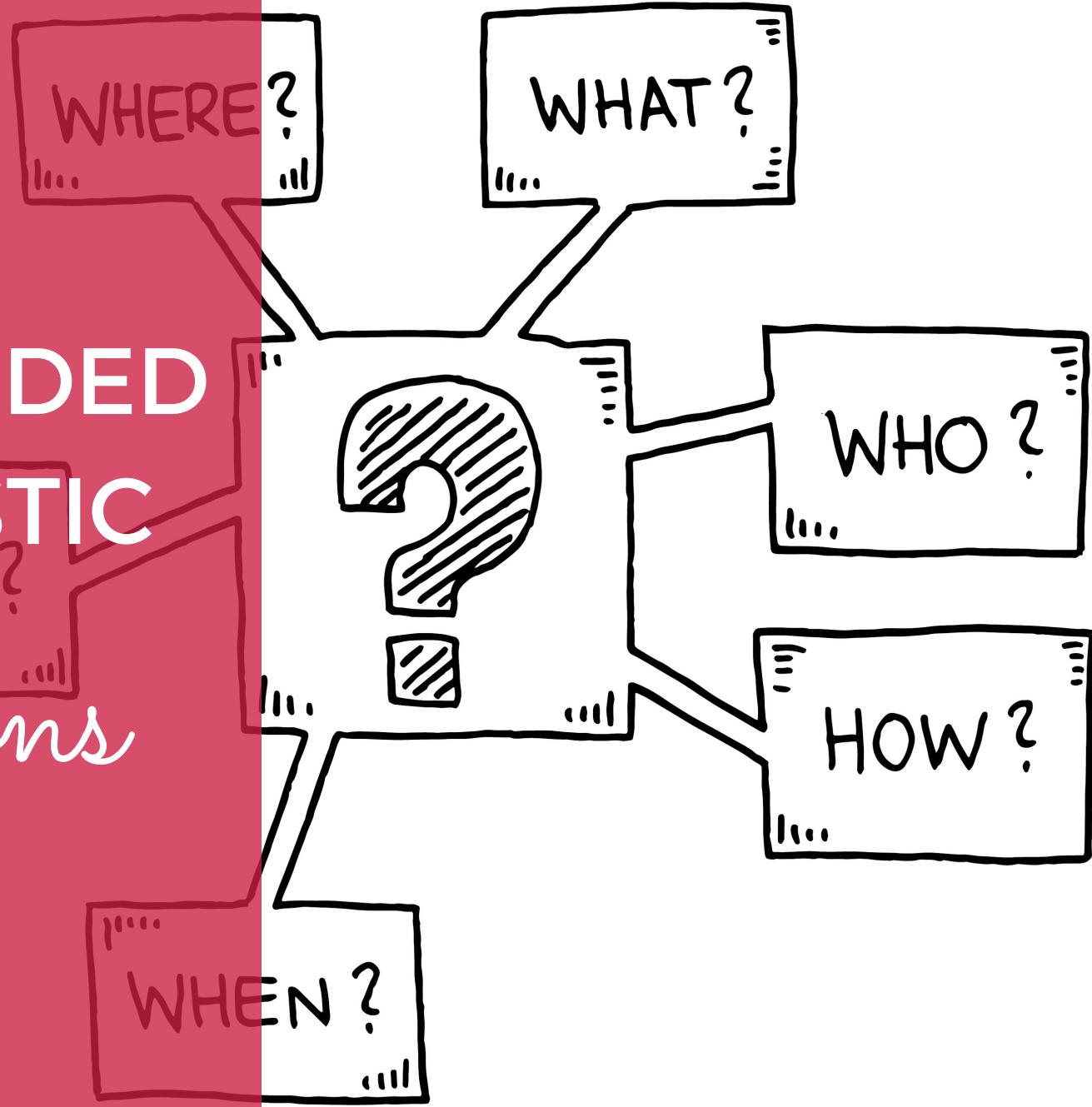
3

READING THE ROOM
GLOBAL



ASK OPEN-ENDED DIAGNOSTIC

Questions



TRUE MARKET

Value

What would it cost to replace you?

Estimated 150% -200% of your current salary

What are they willing to pay to recruit you away?

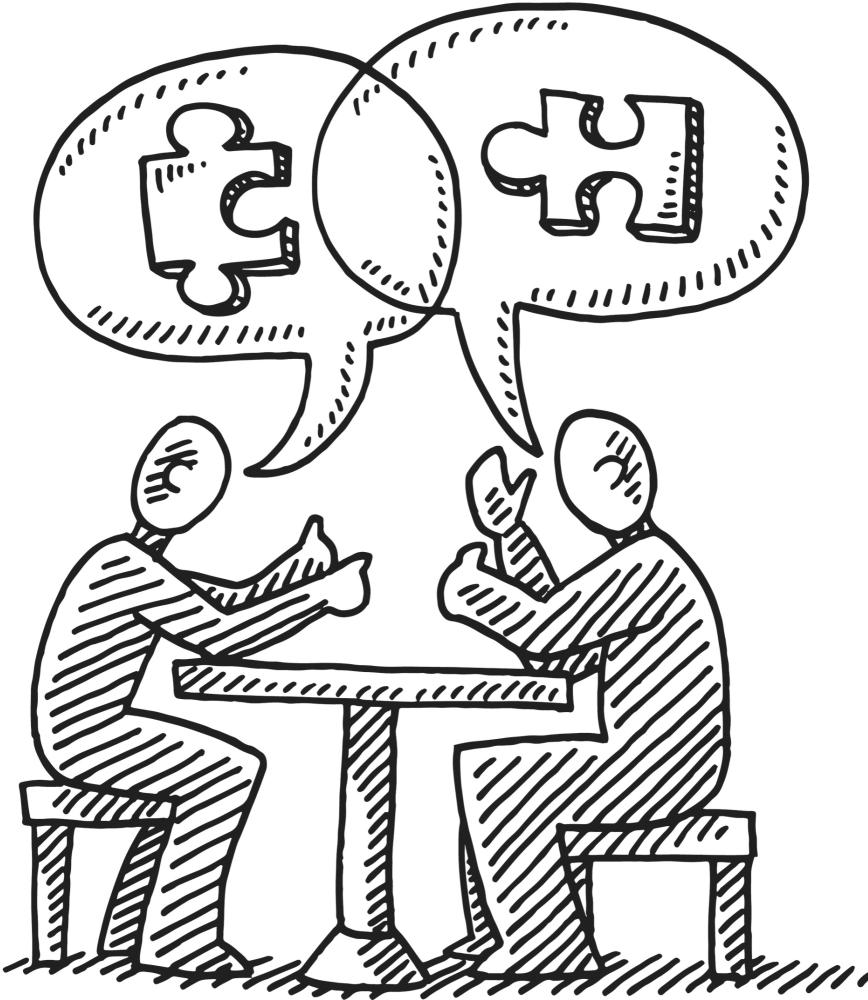
Not what it takes for you to "get by"

What is the high end of the market range?

Payscale.com, Salary.com, GetRaised.com, Paysa.com

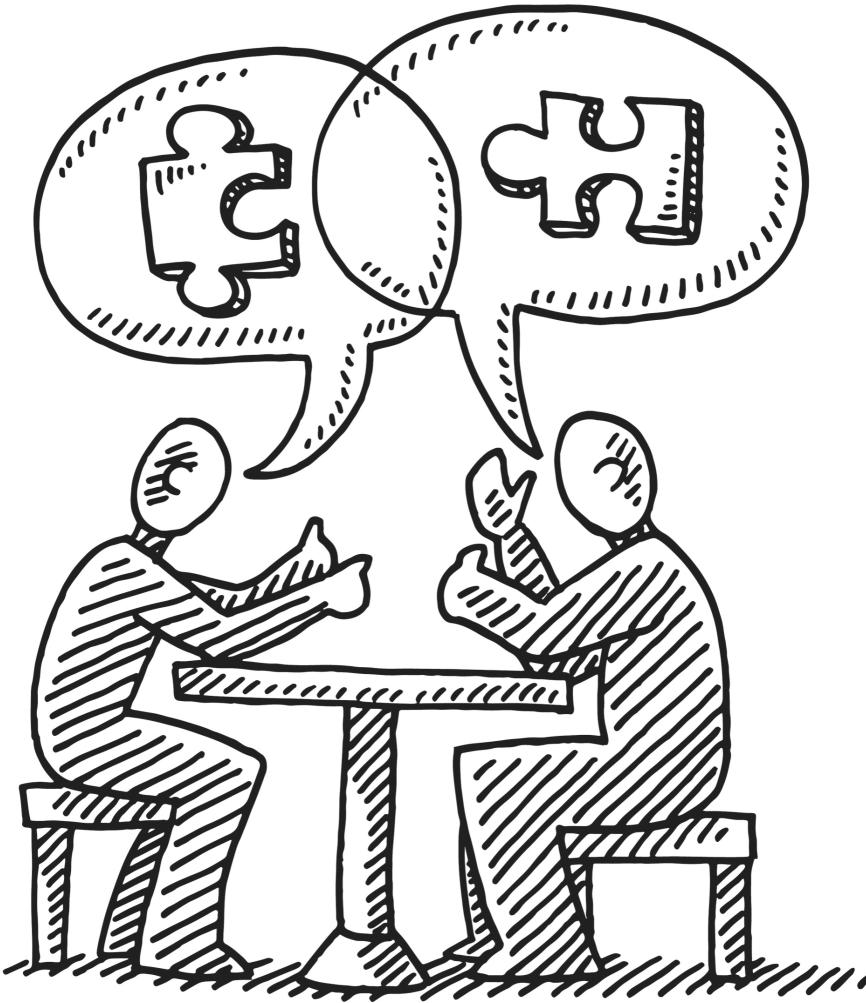
Persuade the other side they have something

- + to GAIN from collaborating
- to LOSE if deal falls through; or
- = needs to SQUARE with their values.



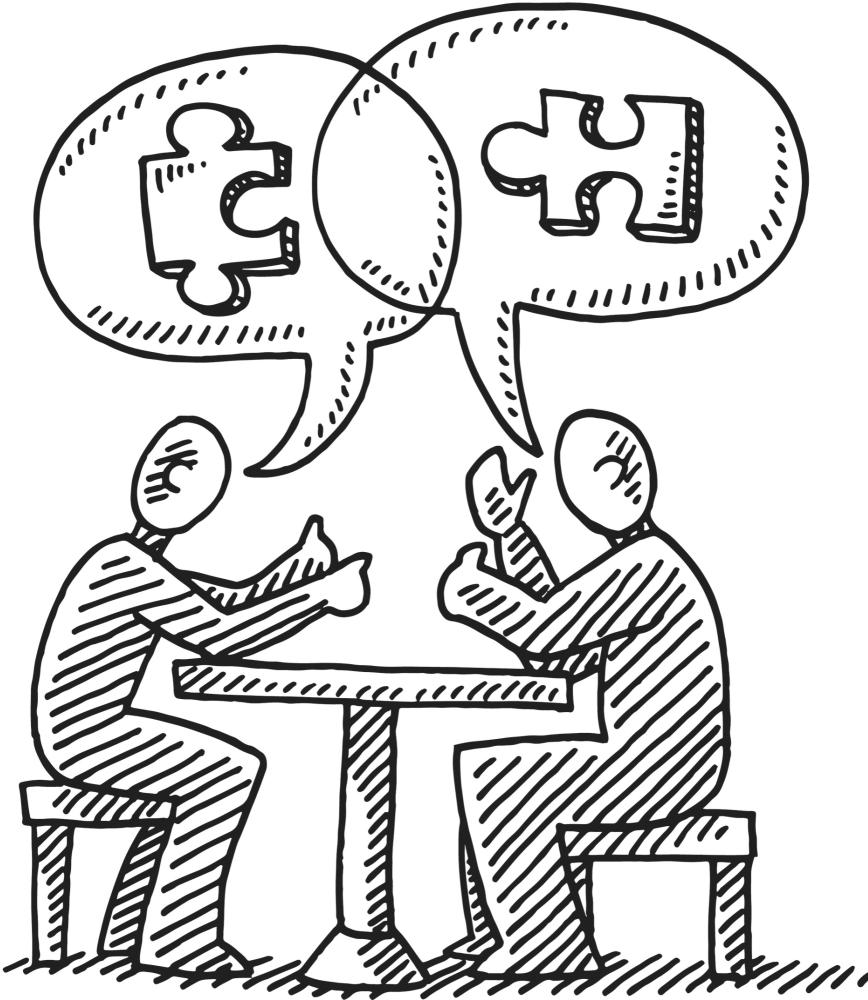
"I know that you are looking for someone to build out your Product Marketing team. I believe I bring a lot of experience leading a team of marketers, and I'm confident I'll be able to help drive demand so that we can blow the competition out of the water."

POSITIVE *leverage*



"I would prefer to work something out, and I want to be clear that I have an outstanding offer from another leading firm ..."

NEGATIVE *leverage*



"As I understand it, the mission of your organization is to help women succeed economically. So asking me to work for free doesn't seem to square with your values."

NORMATIVE *leverage*



CONNECT

jamie@shenegotiates.com



RESOURCES

www.shenegotiates.com/resources



PRACTICE!