



# Single Suitor

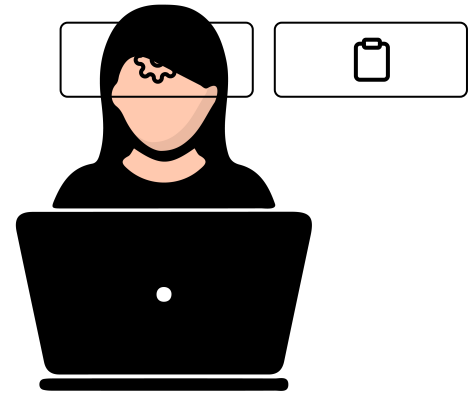
If you find yourself without multiple offers, you can still negotiate well using a counteroffer from your current employer or by presenting a number that you would happily accept.

You can end up in a situation where you are unable to land multiple offers or even if you do have multiple offers, the companies do not compete with each other. For instance, if you had an offer from Box and Google, then you may have an upper hand in negotiating with Box but not with Google because Box is not in the same pedigree as Google. However, the attractiveness of a company as a workplace also changes over time. IBM used to be a coveted destination for fresh grads but not anymore. Similarly, after Satya Nadella took over the reins of Microsoft, the company again became popular among top-notch software talent.

Let's consider the case of Vikas, a friend who was interviewing at a bunch of companies and found himself negotiating with Salesforce without multiple offers. Since he did not have offers from any other big tech, he did not have the luxury to pit one against the other. But he had thoroughly researched the market and was targeting the Principal/Staff/E6 leveling. To his credit, his interviews had gone really, really well. When he and the recruiter got on the phone, Vikas set a number he expected to be compensated at. He did not divulge whether he had any other offers, whether he was still interviewing or what he was currently making rather simply what his expectations were. At the time, Vikas asked for \$425K in total compensation, which was the higher end of compensation across FANGs. A little back and forth, and the recruiter was able to get an offer for the said amount.

When negotiating without multiple offers,

you should have conducted comprehensive research and come up with a number in total compensation that if offered will be more than good enough for you to accept. Then, share the number, or a number slightly above it, with the recruiter and see if they can match or come close to it.



Let the recruiter know you would immediately close and sign the offer if they can get it matched. This gives the recruiter extra impetus to get the numbers you desire from the compensation committee. When you do not have multiple offers, you can let the recruiter know what you expect rather than what others in the market are willing to pay for your talent.

If you are ever hard-pressed for a competing offer in a negotiation, look towards your current employer. Get a counteroffer from your current workplace, even if you absolutely want to leave. You can be blunt with your manager that you are not satisfied with your current compensation and have outside offers but would stay on if you get a reasonable upward revision of your compensation. You can then use the counteroffer from your current employer for leverage, or your manager may just surprise you with an offer that far exceeds your imagination, convincing you to stay back.

One drawback of not having multiple offers is that it becomes harder to jump levels. For instance, if you have a very strong offer from Google, then another company like Box will easily move you up a level higher to match or exceed Google's offer.

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