

SALARY NEGOTIATION

**FRAMEWORKS
+ SCRIPTS**

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MAXIMIZE YOUR SALARY NEGOTIATION SUCCESS

Raise your hand if you feel that your compensation doesn't match your worth. I'm thrilled that you've downloaded this guide because it shows your dedication to ensuring you receive the pay you truly deserve.

In case we haven't had the chance to properly meet, my name is Shadé, and I'm the co-founder of Influenceo Global. My mission is to support you in optimizing your career, conquering your limiting beliefs, and confidently building the extraordinary life you're meant to have.

Over my decade-long corporate career, during which I've worked in and alongside Fortune 500 companies, as well as having supported and trained tens of thousands of professionals globally, I've witnessed far too many talented and high value people accepting a state of being undervalued, overworked, and under-compensated.

While working in the corporate world, I managed to secure two separate 45% pay raises within the same company—an achievement that at the time was virtually unheard of. Now, my goal is to help you ensure that you're compensated fairly for your contribution.

Let's be honest—negotiating can be a daunting and uncomfortable task, and most people would rather get it over and done with. This is especially the case if you tend to be more agreeable or you prefer to avoid conflict.

I have seen far too many allow their employers to determine their value, but that ends now! In this guide, I'll share crucial insights about negotiation so you can approach the process with increased confidence and readiness for future negotiations.

There are 4 essential principles you MUST know:

1. How to best prepare to give yourself the highest possible chance of success,
2. What *'not'* to say in a negotiation, and
3. How to reply with they give you a low-ball offer,
4. 6 steps to ask for a raise.

Say goodbye to confusion or feeling stuck. I want you to declare right here, right now, that you are going to advocate for yourself and ask for what you deserve.

Let's go!

Principle 1

**How to best prepare to
give yourself the highest
possible chance of
success**

PRINCIPLE

01

Your preparation will determine your outcome

While the thought of negotiating a salary increase may fill you with dread, it's important to remember that you are essentially negotiating for your own worth. Failing to negotiate or rushing the process can lead to missed opportunities and a lack of appreciation for your true value.

Salary negotiation is not just about asking for more money; it's about demonstrating, and being recognized for, your value to your employer. By having a well-planned negotiation strategy, you can present a strong case for why you deserve a better salary.

Preparing for a negotiation involves doing research on the market rate for your position, understanding your company's financial situation, and having a clear understanding of your own skills and contributions to the organization. By taking the time to gather this information, you can make a compelling argument for why you deserve a higher salary.

Remember, the process of negotiating can be uncomfortable, but it's important to not rush it. Take the time to prepare, present your case, and be open to compromise. Don't pass up the opportunity to secure a better salary by avoiding the negotiation process altogether. By developing your negotiation skills, you can increase your earning potential and ensure that you are valued for your contributions.

Circle how confident you feel when it comes to negotiating your salary:

- ▶ Extremely confident
- ▶ Somewhat confident
- ▶ Unsure
- ▶ Not very confident
- ▶ No confidence whatsoever (*don't worry – I got you!*)

5 tips to help you best prepare:

1. **Determine your market value:** It's essential to research and understand the current industry standards for compensation based on your skills and experience. This will give you a solid foundation for negotiating your salary.
2. **Establish your desired salary range:** Reflect on your professional history and experiences to determine a reasonable salary expectation. When requesting a higher compensation, present evidence to support your claim. This may include instances where you've exceeded expectations in your previous roles, saved time, successfully completed projects, or contributed to revenue growth. Be as specific as possible and use numerical data whenever possible, such as "I generated \$800k in new client sales" or "I improved time to resolution by X%." Keep the focus on your performance and the value you bring to the company, rather than your personal financial needs.
3. **Prepare and practice:** Develop your negotiation skills by practicing and role-playing how you would articulate your performance and the reasons why you deserve a higher salary. Aim to quantify your achievements as much as possible to strengthen your argument.
4. **Stay calm and focused:** Breathing deeply before and during the negotiation will help you maintain a clear and relaxed mindset. This will allow you to better articulate your points and make a stronger case for your desired salary.
5. **Embrace the power of silence:** Silence can be an effective tool in negotiations. Don't feel pressured to fill every pause or respond immediately to every statement. Take your time to think through your responses, and let silence work in your favor. By becoming comfortable with silence, you can gain a strategic advantage and create space for thoughtful reflection during the negotiation process.

Principle 2

What 'not' to say
in a negotiation

PRINCIPLE

02

Know what NOT to say.

Understanding the right things to say in a salary negotiation is crucial. Equally important is recognizing what you should avoid saying during these discussions. It's important to be mindful of your language. Choose your words carefully, avoiding phrases that may come across as demanding or confrontational. Instead, opt for diplomatic language that emphasizes your value and contributions.

Here are 5 phrases you NEVER want to say in a salary negotiation:

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| <i>"I accept the offer!"</i> | Refrain from immediately accepting the initial offer without negotiation, as this could mean missing out on a better deal. Companies often don't present their best offers upfront. |
| <i>"I know it's a bad time & you might not have budget..."</i> | Confidence is key during negotiations. Stand up for yourself and assert the value you bring to the company. |
| <i>"I need more money to afford my rent."</i> | Keep the negotiation focused on your professional qualifications, accomplishments, and the value you bring to the company. Avoid discussing your personal financial situation or needs, as these factors are not relevant to the negotiation process. |
| <i>"I know Leo is earning \$15k more than me, & I work harder than him."</i> | Comparing your salary or job offer to that of colleagues or others in your field can create an uncomfortable dynamic. Instead, base your salary request on objective market data, your skills, and accomplishments. |
| <i>"Are you serious? That offer is a joke."</i> | Maintain professionalism even if you feel the offer is inadequate. Counter with a proposal based on your market value and performance record, or explore alternative options such as a higher budget, a title change, or additional vacation time. |

Principle 3

**How to Reply with
they Give You a
'Low-Ball' Offer**

03

Responding to a 'low-ball' offer.

There may be instances during a salary negotiation where the overall experience has been quite positive. You've effectively showcased your skills and experience, and the employer seems genuinely interested in hiring you. Confident that they'll make you an offer, you eagerly await the next step. However, when the offer finally arrives, it's significantly lower than you anticipated. Surprisingly, this situation is more common than you'd think.

Here's a script to help you navigate these discussions:

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| 1. Respond with gratitude: Maintain composure and avoid reacting emotionally to the low offer. Express appreciation for the offer. | <i>"Thank you for the offer".</i> |
| 2. Share your enthusiasm: Convey your excitement about the possibility of joining the company and contributing to its success. | <i>"I'm excited about the prospect of joining the team and making a positive impact."</i> |
| 3. Address the low offer: Politely and confidently mention that the current offer is below the market value for someone with your skills and experience. | <i>"I've researched the industry standards, and the current offer is lower than the market value for professionals with my background, skills and experience."</i> |
| 4. Highlight your achievements and strengths: Remind the employer of your key accomplishments and the unique qualities you bring to the table. | <i>"Throughout my career, I've achieved X, Y, and Z, and have developed strengths in areas such as A, B, and C."</i> |

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| <p>5. Present your desired salary range: Share what you believe is a fair compensation for a high-performing individual in the position, anchoring the range higher than your target.</p> | <p><i>"Based on my research and accomplishments, I believe a competitive salary for this role would fall between \$X and \$Y." (Note: Aim for a starting point that is at least 10% higher than your target to provide room for negotiation.)</i></p> |
| <p>6. Explore alternatives: If the employer is unable to meet your salary expectations, consider discussing other benefits or perks that could make up for the difference. This could include a signing bonus, additional vacation days, or professional development opportunities.</p> | <p><i>"Thank you for considering my request for a higher salary. I understand there may be budget constraints, so I'd like to explore alternative benefits or perks to balance the compensation package. We could discuss options like a signing bonus, extra vacation days, or professional development opportunities. I'm open to any creative solutions for a fair agreement."</i></p> |
| <p>7. Request time to consider the offer: Ask for some time to think over the proposal, giving yourself a chance to weigh your options and decide whether the offer aligns with your career goals and financial needs.</p> | <p><i>"Thank you again for extending the offer. I appreciate the opportunity to contribute to [Company Name]. I'd like to take some time to carefully consider the proposal & evaluate how it aligns with my career goals and financial needs. Could you please provide me with a deadline for my decision? I'd like to ensure that I make the most informed decision possible & will get back to you as soon as I can."</i></p> |
| <p>8. Be prepared to walk away: If the employer is unwilling to negotiate a more acceptable offer, be prepared to politely decline and continue your job search elsewhere. It's crucial to know your worth and seek opportunities that align with your value.</p> | <p><i>"I appreciate the time and effort you've invested in discussing this opportunity with me. After carefully considering the package, I've decided that the current offer doesn't align with my career goals and expectations. While I'm grateful for the opportunity, I must respectfully decline the offer. It's important to me to find a role that matches my skills, experience, and value. Thank you once again for your time, and I wish [Company Name] continued success in the future."</i></p> |

4 *Principle*

6 Steps to Ask for a Raise

PRINCIPLE

04

Negotiation doesn't 'end' once you get the job.

If you feel that your performance in your current role consistently exceeds expectations, it may be appropriate to request a salary increase. To make a strong case for a raise, it's crucial to be well-prepared and have a clear understanding of three key aspects:

1. **Market value:** Research the industry standards for professionals with similar skills, experience, and job responsibilities. Compare your current salary with the market value to determine whether your compensation is aligned with industry norms. Utilize resources like salary surveys, job boards, and professional networking sites to gather accurate and up-to-date information.
2. **Outstanding performance:** Reflect on your accomplishments and identify specific instances where you have gone above and beyond in your role. Consider projects you have successfully delivered, cost-saving measures you have implemented, or revenue growth you have contributed to. Be prepared to present tangible evidence of your exceptional performance to make a compelling case for a raise.
3. **Justification for the increase:** Develop a clear and concise explanation of why you deserve a salary increase. Highlight your achievements, the value you bring to the organization, and how your performance aligns with the market value for your role. Emphasize the positive impact you've had on the company and your potential for continued growth and success.

By being well-prepared with research, concrete examples of your outstanding performance, and a strong justification for a raise, you will be better equipped to engage in a productive conversation with your employer about a potential salary increase.

Here are 6 steps to confidently ask for a raise:

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|---|---|
| 1. Gratitude & Positives: Begin the conversation by expressing your appreciation for your employer's time and acknowledging your positive experiences with the team. | <i>"Thank you for meeting with me today. I have truly enjoyed working with the team and feel that I've grown professionally during my time here."</i> |
| 2. Achievements: Outline your significant accomplishments, focusing on instances where you have exceeded expectations or made a notable impact. | <i>"Over the past X months, I have successfully delivered projects X, Y, and Z, which have contributed to the company's growth. I have also received positive feedback from colleagues and clients, acknowledging my hard work and dedication."</i> |
| 3. Comparison: Present your research on market value, highlighting how your current salary compares to similar roles in the industry. | <i>"I've researched comparable roles at similar companies and found that the market value for someone with my skills and experience ranges from \$X to \$Y."</i> |
| 4. Highlight your achievements and strengths: Remind the employer of your key accomplishments and the unique qualities you bring to the table. | <i>"Throughout my career, I've achieved X, Y, and Z, and have developed strengths in areas such as A, B, and C."</i> |
| 5. Ask: Clearly state your request for a salary increase, specifying the amount you believe is fair based on your research and accomplishments. | <i>"Considering my achievements and the market value, I would like to request a salary increase to \$X."</i> |
| 6. Request Support: Ask for your employer's assistance in facilitating the salary increase. | <i>"I'd greatly appreciate your help in supporting my request for a salary increase. I believe this adjustment would better reflect my contributions and the current market value."</i> |

7. Request time to consider the offer: Ask for some time to think over the proposal, giving yourself a chance to weigh your options and decide whether the offer aligns with your career goals and financial needs.

"Thank you again for extending the offer. I appreciate the opportunity to contribute to [Company Name]. I'd like to take some time to carefully consider the proposal & evaluate how it aligns with my career goals and financial needs. Could you please provide me with a deadline for my decision? I'd like to ensure that I make the most informed decision possible & will get back to you as soon as I can."

8. Follow up: Immediately after the conversation, send an email summarizing the key points discussed during the meeting, including your accomplishments, market research, and specific salary increase request. This follow-up email will serve as a written record of your request and provide your employer with a clear reference for future discussions.

Following this script will help you present your case for a salary increase in a way that's both convincing and respectful. This approach demonstrates your professionalism and underscores your commitment to maintaining a positive working relationship with your employer.

A well-structured and thoughtfully presented request highlights your understanding of your own worth and the value you bring to the company. By showcasing your achievements, providing market comparisons, and articulating a clear ask, you're more likely to have a productive and successful negotiation.


For more inspiration, here's a snapshot of the success in using this simple framework:



N. Frinca


Tried this and got a 35% pay rise last week! Super grateful I found you. I signed a 3-month project which will give me another AUD 2,000 per month for the next 3 months. All thanks to you!!

1h Reply  1



Gokul K

You helped me pull all the strings to get a 40% pay rise with my existing employer. I want to say a big thank you for your efforts to build people's confidence.

1h Reply  1

Capture time!

Now that you're clear on how to negotiate when it comes to your salary, I recommend taking the time to reflect on your unique skills, accomplishments, and experiences. Contemplate the key elements you can incorporate in your negotiation to optimize your chances of success. Capture it below or in a notebook or document.

MY SKILLS: *Identify your most relevant and valuable skills. List any specialized certifications or trainings. Consider the skills that set you apart from others in your field.*

MY EXPERIENCE: *List past roles and relevant accomplishments. Include any relevant internships or volunteer experience. Note the number of years you have worked in your industry.*

MY ACHIEVEMENTS: *Detail your most significant accomplishments in your current & past roles. Quantify your achievements where possible (e.g., increased sales by 20%). Highlight awards, recognitions, or promotions you have received.*

RESEARCH: *Gather information on the market value for professionals with similar skills & experience. Use resources like salary surveys, job boards & professional networking sites.*

SALARY REQUEST: *Decide on a specific salary and anchor 10% higher to allow room for negotiation.*

Upon completing this step, you'll be prepared to take action, confidently advocate for yourself, and secure the compensation you deserve!

Wishing you all the best.

Shadé



ABOUT SHADÉ:

Shadé Zahrai is an award-winning leadership strategist and peak performance educator to Fortune 500s. Through her courses, keynotes and popular professional development content, Shadé's action-focussed and research-based approach supports people to build a life and career they love.