



EVERYTHING IS NEGOTIABLE



... But let's start with salary!

THE 'SHOT TO FAME' APPROACH

FIRST, THE BAD NEWS

1. YOU WILL LOSE \$500,000

.. if you do not negotiate, over your career. Even though this is a US statistic, it's not difficult to calculate average increases compounded annually, with an unnegotiated vs. negotiated salary, over one career. It is more than a staggering statistic, it's your life's savings. And yet, only 1/3rd of all people negotiate.



2. WOMEN DON'T ASK

With a longer life expectancy than men, the 'pregnancy penalty' and the 'pink tax', it's more expensive to live as a woman in today's world. And yet, nearly 2/3rd of all women do not negotiate!



BUT THERE'S GOOD NEWS!

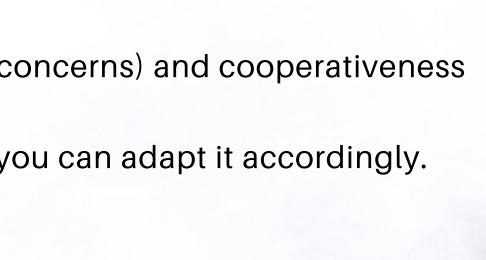
NEGOTIATION, LIKE ANY SKILL, CAN BE LEARNT WITH PRACTICE

...and this checklist is just the place to get you started, so you're well on your way to get the right compensation you deserve.

BEFORE THE NEGOTIATION

1. KNOW THYSELF

According to research by Shell, Thomas and Kilmann, your negotiation style is either:



- Competing
- Collaborating
- Compromising
- Avoiding
- Accommodating

on a scale of 'assertiveness' (only interested in satisfying own concerns) and cooperativeness (only interested in satisfying others' concerns).

You want a balance of the two. Understand your own style so you can adapt it accordingly.

2. PUNCH THAT FEAR

The #1 reason candidates don't negotiate is due to fear. Let's break this fear down:



- **Fear they won't like you.** You think you'll come across as greedy or money minded? 81% of all recruiters expect you to negotiate. Plus, you get extra points to show them you're a smooth operator.
- **Fear they will rescind the offer.** Nope. Unless you tick them off or there's force majeure, offers are not commonly taken back.
- **Fear they will refuse.** So? At least you asked, right? If you never ask, the answer is always: NO!

How do you punch that fear. Simple. You ask! (more on this below)

3. DON'T SKIP THE HOMEWORK!

In many ways, the amount you make, is closely related to your worth. Don't take this lightly.



- **Research online and offline:** A quick google search on market salaries will take you to sites like Glassdoor, PayScale, Salary.com etc. If the ranges are too broad, find someone who works in recruitment, who can give you a good idea of salary ranges in your geographical area and also industry.
- **Get clear on your M.A.N.** That's your Minimum Acceptable Number + 10%.
- **Know your Operating Cash Flow.** Don't get seduced by the gross annual amount or the Cost To Company (CTC) figures. They always sound inflated when they throw everything in them, including the kitchen sink. Ask HR if payroll or accounting can calculate what the 'take-home' or net amount looks like, to avoid any unpleasant surprises later when you join, especially if you're moving locations.
- Re-read all your accomplishments relevant to the role, so you have a heightened sense of your self-worth. It will be easier to convince others, when you already are!



DURING THE NEGOTIATION

1. REMEMBER THAT YOU'RE ON THE SAME TEAM, MATE

A lot of experts will tell you that a negotiation is all about getting the best out of your opponent. I couldn't disagree more. My experience over two decades in HR and Hiring, is that it takes a very long time, sometimes over a year, to find the right person. The last thing I want is to lose the candidate during the fag end. The recruiter's objective is make sure you are happy with the offer you receive. Guess what? That's your goal too, right? Q.E.D.

Think win-win and increasing the size of the pie.

GO TEAM!



2. TAKE YOUR TIME!

Never ever sign an offer the moment you receive it, no matter how tempting. You're a professional and hence a request to study the paperwork is perfectly acceptable. How much time should you take? I would advise 24-48 hours. And during that time, read all the fine print, and focus on all elements, not just the salary. Speak with a trusted friend or a family member to compare notes and have your list of questions ready.



3. ALWAYS BE POLITE, NO MATTER WHAT

The reason that the 'compete' negotiation style can sometimes backfire, or why you hear that someone's offer was withdrawn, is usually because of inappropriate or aggressive behaviour. The negotiation phase is the time when both sides are a bit tense. If you ever want to see someone's true colours, you either go and stay with them, or share an uncomfortable situation together. Negotiation is uncomfortable. The last thing you want is to destroy all that wonderful goodwill you have built over the whole time with a 'pay me \$\$\$,\$\$\$ or I walk.'

Hence, use plenty of 'thank you so much', 'I have a few questions, if that's ok', 'I know what you mean, I understand', etc. And when you're polite, doing things like **Anchoring**: where you state your MAN (Minimum Acceptable Number+10%) is heard more openly. It's not so much about what you say, but how you say it.



THANKYOU

4. OTHER CONVERSATIONS: YOUR LEVERAGE

This goes without saying, but you've got to look out for yourself here. If things are looking good at this company and you're close to signing, remember: *close isn't the same thing as closed*.

If you have other offers, obviously that's good, and you can use that as leverage to ensure you get the best deal possible. This helps to increase urgency and scarcity, a *winning combination according to buyer psychology*.

There are two caveats though:

Never lie, if there are no other offers. Speaking of the earlier point, close to an offer is good, and you can say that you are in advanced conversations with another company or other companies, if it's true.

And if you do have a written offer, great! But do not use it as a threat on the hiring manager's head. Most people do not respond well to this type of behaviour and you risk losing the offer.



5. WHEN & HOW

If feasible, ask for an in-person meeting to discuss terms and conditions. If not possible, ask for a video call, and otherwise a phone call. It's a lot easier to get a sense of where they are, if you get immediate feedback to your questions and comments.

However, if it's a traditional organisation, writing points down on email can work too, but you do need to ensure you craft the message and language delicately.

This is going to sound weird, but if possible, ask for the negotiation to fall on a Thursday. There's research that proves people like Thursdays and are in a more 'giving mood', particularly compared to Mondays, when everyone's on edge after the weekend (or Sundays if you're in the Middle East :-))

Thursday



6. EVERYTHING IS NEGOTIABLE

What if they just can't move on salary? It's possible in companies where salaries are public, like non-profit organisations or even start-ups.

Well, see what else you can get: *bonus, childcare or schooling for kids, relocation expenses, house search, house rent, language lessons if relevant, spouse transition help, opportunities for learning and development, better job title, flexible work hours, transportation allowance for daily commute, lunch allowance, your energy bills when working from home, etc.*



AFTER THE NEGOTIATION ●

GOT THE JOB? CONGRATS!

1. Thank everyone who helped you, and if you are currently employed, negotiate a fair exit and do your part to ensure a smooth transition. Don't do anything to cheat your current employer. It takes years, decades to build a stellar reputation, and minutes to destroy it.

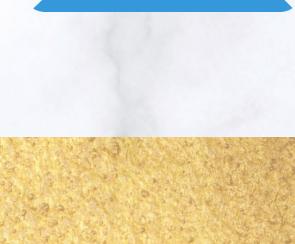
2. When you start, stay true to your word. If you made some promises during the interviews about future performance, don't take it easy now that you have the job. They're watching you. Show them what a fantastic decision they made by hiring you, in those early days and weeks. This [video](#) will give you 8 tried and tested tips.



DIDN'T GET THE JOB?

1. Learn from the experience, ask for specific feedback, and work on what needs work. Was it content, delivery, what? Use the feedback as fuel.

2. Stay in touch! With those who rejected you. With those you rejected, especially if you were juggling multiple offers. Christmas, Hannukah, Diwali, Eid, birthdays, quarterly check-in....show genuine interest. You never know where life takes you. "*The world is a small place for people of quality*" ... is what a hiring manager told me, whose offer I turned down, back in 2009 in Paris. I couldn't agree more.



TO SUMMARISE ●

SHOT TO FAME

S Same team
H Homework
O Operating Cash Flow
T Thursdays

T Take your time
O Other offers

F Fear, punch it
A Ask nicely
M Minimum Acceptable Number
E Everything is Negotiable

THE SHOT TO FAME APPROACH

DON'T FORGET:

- If someone looks like they're good at negotiating, they've put the reps in. Practise is highly underrated. '*Don't practise till you get it right. Practise till you can't get it wrong.*'
- Salary is one of the pieces of the puzzle, that is called 'getting ahead in your career'. It's an important piece though, let's not forget that. Your earnings today impact your credit worthiness, future pension and not to forget, your self-worth.
- 'There's more to life than money.'... says everyone, and I agree. But remember that people who make such proclamations, tend to be people who already have money, and usually lots of it!
- My favourite quote, by Francoise Sagan:



"Money may not buy happiness. But I'd rather cry in a Jaguar than in a bus!"

:-)

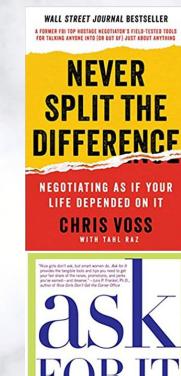
BOOK RECOMMENDATIONS ●

1. 'Never Split the Difference' by Chris Voss.

A former FBI top hostage negotiator's field-tested tools for talking anyone into just about anything. A riveting read!

2. 'Ask for it' by Linda Babcock & Sara Laschever.

How women can use the power of negotiation to get what they really want.

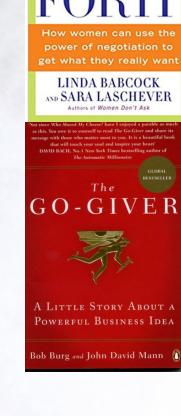


3. 'The Go-Giver' by Bob Burg & John David Mann.

A little story about a powerful business idea, and this book is a personal favourite.

The definitions of price, value, selling and the law of compensation are all very useful to learn about your self worth, being of service and negotiate successfully.

Bonus tip: I had the fabulous Bob Burg on my podcast and I guarantee it will be your best 1/2 hour time investment. Listen to it [here](#).



More resources: Check out these two videos on my Youtube Channel [SuperCharge](#):

- [the first](#) related to a demo on how to negotiate when you receive a low ball offer

- [the second](#) is related to answering 'what are your salary expectations'

About the Author

Sonal Bahl

Sonal is an experienced HR Director and Career Strategist, based in Brussels, Belgium. In a career spanning nearly two decades in senior HR positions, she has lived and worked in Chile, Belgium, France, India and Uruguay. Screening over 250,000 resumes and conducting over 5000 interviews in 3 continents - she has helped recruit, build and evolve highly talented teams for large companies like GE & PwC, midsize family owned firms and startups.

Sonal's career boosting strategies give people the competitive edge to land their dream job, get promoted and lead a richer, happier & more purposeful life. She holds an MBA from INSEAD, ranked the #1 program in Europe and top 2 globally, and serves as official interviewer for INSEAD MBA applicants. She serves on the Board of Belgian INSEAD Alumni Association and speaks English, Spanish, French, Hindi and basic Dutch.

Connect with Sonal on LinkedIn [here](#).



About SuperCharge

SuperCharge is an advisory firm that specializes in helping C-level and senior executives with their career related challenges, including: career transition, stakeholder management, personal branding, progression, salary negotiation, high stake interviews, among other personalized services. The firm currently serves clients from multiple industries in North & South America, Europe, Middle-East, Africa and Asia.

How we can support you

Whatever your career needs or budget, we have a range of services for you.

- 1. FREE:** Sonal Bahl is LIVE every Friday at 2 pm CET on LinkedIn to help professionals with no BS tried & true advice. Follow #SuperChargeFridays.
 - 2. FREE:** In her top rated podcast [How I Got Hired](#), she holds conversations with ordinary people from around the world who've had EXTRAordinary success in finding their dream job. Join thousands of listeners to learn how they got hired!
 - 3. FREE:** We have a no fluff, no spam, personally crafted, once a month, career and job search newsletter. What's in it? Our favourite tips that we don't share anywhere else. All you have to do is subscribe! And we shall pop in your inbox on the 1st of every month, like magic. Sign up [here](#).
 - 4. AFFORDABLE:** Our monthly membership 'The SuperCharge Club' is an accessible group coaching program (think Netflix prices!) to help you navigate the world of resumes, LinkedIn, job search, interviews, step by step.
 - 5. PREMIUM:** We work 1:1 with ambitious, senior professionals with min 15-20 yrs experience, multilingual & have lived and worked outside their home country to help them navigate the challenges they are facing, be it career change, building a strong personal brand, high stakes interview preparation, perception management, dealing with politics, negotiating job offer etc.
We are very selective of clients we work with since we have limited time available.
- To know more, check: www.SuperChargeYourself.com/work-with-me

