

Negotiations



Your Job Search Reality

- + You now possess a set of extremely valuable skills
 - Especially the metacognitive skills
 - DBC has reignited your ability to learn; you can gain a foothold on a variety of topics fairly quickly thanks to this growth mindset
- You are brand new to the field of web development and still have a lot to learn
 - Potential employers that sign up to pay you to keep learning will offer what they feel is fair compensation
 - It's important for you to be clear on how much you need, then want, in order to survive, and feel financially stable

To balance empathy with assertiveness in your negotiations, begin by assessing your approach to conflict.

Could the negotiation trigger within you a tendency towards competition, accommodation, or avoidance?

By thinking about how you are likely to respond in a particular context, you can begin to replace your unproductive negotiating strategies with more rewarding ones.

Ready yourself for the assertive component of negotiation by practicing your story - saying out loud what you want, why, and how you can help the other side meet their needs.

Revise and rehearse your story until you think it's strong and persuasive.

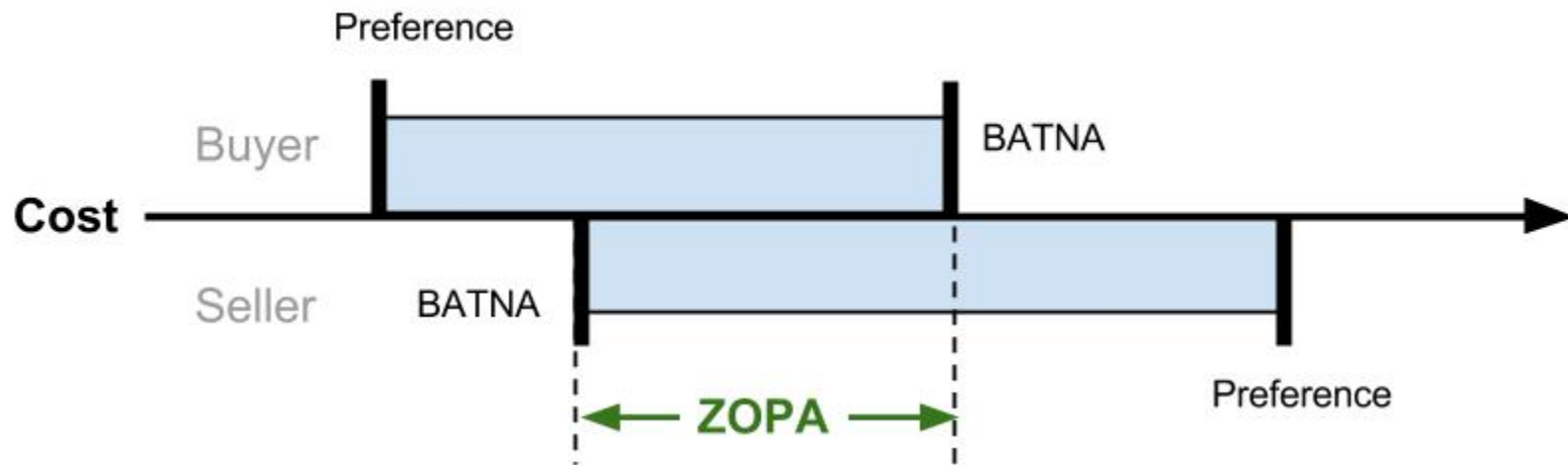
Then make a list of your key points so that you will be able to recall them when the negotiation begins.

To practice and display empathy at the negotiating table, ask your counterpart to present her view before you present yours.

Listen without judgment, and make it clear that your understanding does not necessarily indicate agreement.

No matter the offer

- Know your
 - Zone of Potential Agreement (ZOPA)
 - Best Alternative To a Negotiated Agreement (BATNA)



Zone of Potential Agreement

A zone of possible agreement (ZOPA) exists if there is an overlap between the two parties' walk away positions. If there is none, negotiation is very unlikely to succeed.

Let's say you can't survive in SF without making \$60,000 per year, and the employer can't afford to pay a junior developer more than \$75,000 per year. You have a \$15,000 ZOPA to negotiate within. Landing somewhere between those two numbers is considered a successful negotiation.

Best Alternative To a Negotiated Agreement

Your BATNA is the best you can do if the other person refuses to negotiate with you - if they tell you to, “Get lost!” It is not necessarily your ideal outcome, unless your ideal outcome is something you can get without the cooperation of the other person. It is the best you can do without that person’s offer.

A process for determining your BATNA:

1. Develop a list of actions you might conceivably take if no agreement is reached
2. Improve some of the more promising ideas and convert them into practical options
3. Select, tentatively, the one option that seems best

Types of Negotiation

Distributive bargaining

- Every negotiation is an attempt to resolve a conflict
 - See the big picture
 - Work through the steps
 - Share experiences
 - Learn what both sides could gain
 - Focus on what both sides need (not just want)
 - Attempt to satisfy both parties' needs

Mutual benefit negotiation

- We enter a value-expanding conversation by identifying all parties' interests and do our best to satisfy those
- Ask diagnostic questions
 - Who
 - What
 - When
 - Where
 - Why
 - How
- Put as many options on the table as possible
- Make concessions, and demand reciprocity

Assessing Your Worth

- ETC Job Seekers Salary Calculator is a great salary calculator
 - Note: ETC is fairly traditional in terms of its educational assessment
- PayScale is another good option

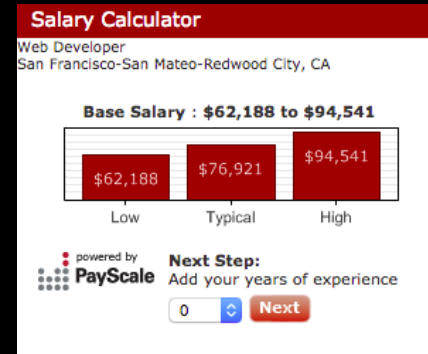
Your salary data output values, seeking employment as **Web Developers** in **San Francisco-San Mateo-Redwood City, CA**:

There are **3200** persons employed as **Web Developers** in **San Francisco-San Mateo-Redwood City, CA**.

Starting salaries (The 10th percentile) for this occupation are **\$42240**

The median salary for this occupation is **\$92560**.

The top earners for this occupation have an annualized salary of **\$149030**



Non-Monetary Compensation

These contribute to your total take-home pay and quality of life; good to come back to if an employer is dead set on salary

Benefits

- Paid time off
- Insurance
 - Medical
 - Dental
 - Life
 - Disability
- Pension plans

Indirect forms of compensation

- Flexible schedule
- Parking or transportation
- Tuition assistance
- Moving expenses
- Child care
- Retirement plan matching

Additional Resources

- [Worksheets from She Negotiates](#)
- [Materials from Irene Hsieh's talk at DBC](#)
- [Suze Orman's podcasts](#)
- [LearnVest](#)