

# Top 15 Salary Negotiation Tactics

## 1. Know Your Worth and Market Value

**How to Do It:** Research salary trends in your field using platforms like Glassdoor, Payscale, or LinkedIn Salary Insights. Compare the average salary for your role in the specific location or company type.

**Example:** You find that the average salary for your role in a certain city is ₹6 lakh per annum. In the interview, you confidently state that your expected salary is around this figure based on research.

**Why It Works:** When you present data-backed figures, it shows you understand the market, making your request seem reasonable and well-thought-out.

**Psychology:** Confidence based on data creates trust and conveys professionalism.

## 2. Frame Your Ask with Range Instead of a Fixed Number

**How to Do It:** Instead of giving a single salary figure, give a range, such as ₹5.5 lakh - ₹6 lakh, allowing room for negotiation.

**Example:** Instead of saying "I expect ₹6 lakh," you say, "I expect a salary between ₹5.5 lakh and ₹6 lakh based on the role's responsibilities."

**Why It Works:** A range offers flexibility, which makes you seem more open to negotiation while still aiming for your desired amount.

**Psychology:** It subtly conveys flexibility without losing control over the conversation.

## 3. Show Enthusiasm for the Role and Company

**How to Do It:** Express genuine interest in the job, highlighting how excited you are to contribute, before discussing salary.

**Example:** "I'm really excited about the opportunity to work with your team and contribute to the company's goals, and I believe the compensation should reflect my skills and the responsibilities of the role."

**Why It Works:** Demonstrating enthusiasm makes you appear invested in the role beyond just the salary, making employers more likely to offer a competitive salary to secure you.

**Psychology:** People are more likely to invest in someone who shows excitement and passion for the work.

## 4. Be Willing to Walk Away

**Impact:** 15%

**How to Do It:** If the offer is below your expectations and you feel it's not going to meet your needs, be prepared to politely walk away.

**Example:** "I appreciate the offer, but the compensation doesn't align with my expectations and market rates. I might need to explore other opportunities."

**Why It Works:** Being willing to walk away gives you leverage by showing that you are not desperate, and it prompts the employer to reconsider the offer.

**Psychology:** It signals that you are in control and have alternatives, which increases your bargaining power.

## 5. Negotiate Total Compensation, Not Just Base Salary

**Impact:** 12%

**How to Do It:** Focus not just on the salary but also on other benefits like bonuses, health insurance, stock options, paid time off, and remote work opportunities.

**Example:** "In addition to the base salary, would you be able to offer a performance-based bonus or additional vacation days?"

**Why It Works:** You show that you are flexible, and even if the salary cannot be changed, the company may offer other perks.

**Psychology:** This tactic signals that you're a well-rounded candidate who values the whole compensation package, not just the paycheck.

## 6. Start High (Anchor) and Adjust

**Impact:** 10%

**How to Do It:** Start your salary negotiation at the higher end of the range you're comfortable with. This will allow for room to settle at a salary that's closer to your target.

**Example:** If your research shows ₹6 lakh is fair, you might ask for ₹6.5 lakh. Even if they negotiate down, it's likely they'll land somewhere closer to your target.

**Why It Works:** The anchoring effect makes your higher initial ask set the tone for the negotiation, pushing the final offer closer to your desired salary.

**Psychology:** People tend to anchor their decisions around the first number they hear, influencing the final outcome.

## 7. Delay the Salary Discussion

**Impact:** 10%

**How to Do It:** Wait until after you've demonstrated your value to the company and shown enthusiasm for the role before bringing up salary.

**Example:** If asked about salary expectations early on, respond with, "I'd love to learn more about the job's responsibilities first, as that will help me come up with a fair figure."

**Why It Works:** Delaying the conversation allows you to focus on your strengths and how you align with the company's needs, making it easier to justify a higher salary later.

**Psychology:** Avoiding salary talk early on gives you time to establish your value and increases your bargaining power.

## 8. Highlight Relevant Skills and Experience

**Impact:** 8%

**How to Do It:** Emphasize your skills, certifications, and any experiences (even as a fresher) that directly benefit the company.

**Example:** "While I'm just starting out, my experience with [skill] and the project I did at [name of course/internship] would allow me to contribute right away."

**Why It Works:** The more you can prove that you'll bring value, the more likely the employer is to pay for that value.

**Psychology:** By highlighting your skills, you are aligning your worth to the company's needs, making it harder for them to dismiss your compensation request.

## 9. Don't Accept the First Offer Immediately

**Impact:** 7%

**How to Do It:** Politely ask for time to think about the offer, even if it's good. You can say, "Thank you for the offer; I need a day to consider the details."

**Example:** "Thank you for the offer; I appreciate it. I'd like to take a moment to think it over and get back to you tomorrow."

**Why It Works:** This tactic prevents you from accepting a low offer impulsively, allowing time to reconsider or come back with a counteroffer.

**Psychology:** Giving yourself space can help avoid making decisions under pressure, leading to better negotiation outcomes.

## 10. Use Silence as a Tool

**Impact:** 6%

**How to Do It:** After making your request or counteroffer, remain silent. Let the employer speak next.

**Example:** After stating your salary expectation, say nothing and let the employer respond.

**Why It Works:** Silence creates discomfort, which may prompt the employer to make a better offer to fill the gap.

**Psychology:** Humans have an inherent need to fill uncomfortable silences, which can lead the employer to offer more to resolve the situation.

## 11. Leverage Competing Offers (If Available)

**Impact:** 5%

**How to Do It:** If you have multiple offers or interviews, mention them to show you are in demand.

**Example:** "I've received another offer, but I'm really excited about this role. I was hoping

we could match the salary offer."

**Why It Works:** It leverages the scarcity principle—if a company sees you as in demand, they may increase their offer to secure you.

**Psychology:** People are motivated by competition, and employers don't want to lose top talent to others.

## 12. Appeal to Logic and Fairness

**Impact:** 5%

**How to Do It:** Provide a logical explanation for your salary request, such as the cost of living in the area or the demands of the role.

**Example:** "Considering the market rates for this role and my relevant experience, I believe the salary should be ₹6 lakh."

**Why It Works:** Reasonable arguments are harder to dispute, and they show you're thinking logically rather than emotionally.

**Psychology:** Logical appeals often feel more grounded and fair, making the employer more likely to accept them.

## 13. Ask for a Salary Review in 6 Months

**Impact:** 4%

**How to Do It:** If the employer can't meet your salary expectations now, suggest a performance review after six months with the possibility of a raise based on your contributions.

**Example:** "If the salary is fixed at ₹5.5 lakh, can we plan for a salary review after 6 months, contingent on my performance?"

**Why It Works:** This shows flexibility and can be seen as a win-win situation for both sides.

**Psychology:** It reduces pressure on the employer while ensuring you can revisit the discussion based on your performance.

## 14. Express Flexibility on Timing

**Impact:** 3%

**How to Do It:** If the employer is hesitant about meeting your salary expectations, offer flexibility on when the increase can happen—such as after a probationary period or after you've demonstrated value.

**Example:** "I understand the budget constraints at the moment. Would you be open to reviewing the salary after a successful probation period or upon achieving certain performance milestones?"

**Why It Works:** This approach allows the employer to commit to a lower starting salary while giving you the opportunity to demonstrate your worth and secure a raise later.

**Psychology:** It shows that you are reasonable and focused on long-term value, which can build goodwill with the employer.

## 15. Be Prepared to Justify Your Request

**Impact:** 2%

**How to Do It:** Be ready to explain why you deserve the salary you're asking for.

Mention your skills, achievements, and how they directly relate to the role.

**Example:** "I believe my ability to quickly learn new software and manage projects efficiently will help me contribute to the team right away. Based on my skills and the market data, a salary of ₹6 lakh would be appropriate."

**Why It Works:** A well-supported justification makes your request feel more reasonable and shows you have thought through the salary request thoroughly.

**Psychology:** People are more likely to agree to a request when it's supported by clear and logical reasoning.

# **How To Figure out the Real Salary budget Of the Company**

Figuring out a company's actual salary budget for a role can be challenging, but there are several strategies you can use to estimate it. Here are 5 ways to get an idea of the company's salary budget:

## **1. Research Similar Roles in the Industry and Location**

**How to Do It:** Use platforms like Glassdoor, Payscale, LinkedIn, and Indeed to check the average salary for similar roles in the same industry and geographic location.

**Why It Works:** This helps you get a ballpark figure of what companies in the same area or sector are willing to pay for similar roles. Companies typically have salary ranges aligned with the industry standard to remain competitive.

**Example:** If you're applying for a marketing role, check the salary trends in your city for entry-level marketing positions. This will give you insight into the typical budget companies allocate for such roles.

## **2. Look at the Job Posting and Job Description**

**How to Do It:** Some job postings include the salary range or may give indirect clues, like the required skills, years of experience, or the seniority of the role.

**Why It Works:** Employers often provide salary information directly in the posting, or the job description can give you hints about the level of experience or expertise needed, which is tied to salary.

**Example:** If the posting asks for 2-3 years of experience for an entry-level role, the salary range will likely reflect a budget for someone at that level, not a fresh graduate.

## **3. Network with Current or Former Employees**

**How to Do It:** Reach out to people working at the company (via LinkedIn, networking events, or industry forums) to ask about the salary ranges for similar roles. Be tactful, focusing on industry trends rather than asking directly for salary figures.

**Why It Works:** Employees within the company have a better understanding of the company's budget and salary structures. They can provide insights into the typical compensation for various roles.

**Example:** You can message a current employee and say, "I'm really excited about this

opportunity and wanted to get a better sense of the compensation structure at [Company Name]. Can you share how it compares to industry standards for this role?"

#### **4. Analyze the Company's Financial Health**

**How to Do It:** Look at the company's annual reports, news releases, or financial statements to gauge its financial health. A company's ability to pay higher salaries depends on its revenue and profit margins.

**Why It Works:** Companies with healthy revenues or significant growth are more likely to offer competitive salaries. On the other hand, struggling companies may have limited budgets.

**Example:** If the company is listed on the stock market, you can find annual reports on their investor relations page that may include financial performance and hiring trends, which could indicate their ability to pay competitive salaries.

#### **5. Use Job Offer or Counteroffer Data**

**How to Do It:** If you're already in the negotiation process, use any initial offer or counteroffer as a signal of the company's budget. If the first offer is below your expectations, there may be room for negotiation. Alternatively, if they're willing to increase the offer, it can indicate a higher budget for salaries than initially assumed.

**Why It Works:** Companies often have flexibility within their salary budgets but will start with a lower offer to gauge your expectations. If you provide a reasonable counteroffer based on your research, they might adjust it to match market standards.

**Example:** If you receive an offer of ₹5 lakh and counter with ₹6 lakh based on your market research, and the company moves to ₹5.75 lakh, it indicates that their budget was flexible and closer to your target range.

By combining these methods, you can make an educated guess about the company's salary budget and be better prepared for negotiations.