

MSBA CAREER COURSE

# INTRO. TO NEGOTIATIONS

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BUSN 7900 | October 29, 2024



Terry College of Business  
UNIVERSITY OF GEORGIA

# FIRST RULE OF NEGOTIATION KNOW YOUR VALUE

## MSBA COMPENSATION YEAR BY YEAR

	2020	2021	2022	2023
Base Salary	\$76,413	\$77,306	\$82,634	\$85,666
Signing Bonus	\$9,250	\$5,780	\$8,115	\$7,953
% Receiving Signing Bonus	40%	51%	78%	73%



# SECOND RULE OF NEGOTIATION - KNOW YOUR PRIORITIES

- Know **what** you want – position, responsibilities, culture
- Know **where** you want to do it – city/region (now & future)
- Consider what you want/need to earn – **compensation** (do the math)
- Know the **market rates** for the places & jobs you want
- Envision your lifestyle – **work/life balance, PTO, cost of living, commute, etc.**



# **THIRD RULE OF NEGOTIATIONS:**

## **AVOID AN EARLY TRAP**

### **How NOT to torpedo your own bargaining position**

Some recruiters will ask, in the very first contact, about your salary history or salary expectations

They may use this information against you later when negotiating

**Remember the 3D's - “Dodge, Deflect, and Defer”**



# DODGE & DEFLECT

- **Recruiter:** Can you tell me what you expect to earn in this role?
- **You:** *I think so, if you can share the range set for this role and others like it at your organization?*

and/or

*I was not expecting to discuss salary so soon in the process. I didn't see a salary figure on the posting. I am sure we can reach an agreement within the set range for the role.*



# DEFER TO THE DEGREE AVERAGE

*“I know the average starting salary for the MS in Business Analytics graduates at UGA is just over \$85,000. Many employers also offer bonuses for signing or relocation allowances.”*

*“What is the identified range for this position?”*



# WHAT **SHOULD** YOU NEGOTIATE?

Anything that had been offered verbally or mentioned in an interview as a perk but isn't included in the written offer should be added and agreed upon.

Negotiation can be simply a clarification. In that case you negotiate *everything* you are unclear about – *after* you try to find answers yourself.



# REVISIT **YOUR** PRIORITIES

- Know **what** you want – position, responsibilities, culture
- Know **where** you want to do it – city/region (now & future)
- Consider what you want/need to earn – **compensation** (do the math)
- Know the **market rates** for the places & jobs you want
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# PRIORITIZE WHAT YOU NEGOTIATE

- Offer response date – Give yourself time to *follow through on commitments*
- Employment start date
- Vacation time – pre-arranged activities
- Work from home arrangements
- Benefits (rare but sometimes possible)
- Projects, professional development, periodic evaluations
- Salary, relocation, or signing bonus – salary



# RESPONSE PLAN – Step #1

## WHEN YOU FIRST RECEIVE A VERBAL OFFER

Express your enthusiasm over the opportunity

***without accepting.***

*“Thank you for calling, this is great news! Are there any details you’d care to share now? (be ready to take notes and make sure you know how to reach them back with any questions)”*

*“I look forward to seeing the written offer.”*



# RESPONSE PLAN – Step #2

## NOTIFY OTHER PROSPECTS

List out other target firms you've been in process with and let them know you have an offer.

- Which firms do you contact?
- What information should you share?



# RESPONSE PLAN – Step #3

## CONSIDER WHICH METHOD TO USE

### First choice:

*Reach out via email to request a phone call with the closest contact at the firm (HR rep. or hiring manager)*



# RESPONSE PLAN – Step #3B

## CONSIDER WHICH METHOD TO USE

*Second Choice: Email the contact who has been managing the process*

*Subject: Job Search Update – Supply Chain Analyst position*

*Dear Veronica,*

*I wanted to reach out to let you know I received an offer from another firm. I am extremely interested in (this firm and role) and would like to continue in your process. Do you have an interview timeline in mind?”*



# NEGOTIATING FOR **MORE TIME**

If they push you for an immediate answer, or for an answer in less than a few weeks, you can call them to negotiate for more time.

*“I have been actively interviewing with a number of firms, and would like more time to **“follow through on my commitments”** to these other firms”*

If they ask specifics keep your responses general & vague



# NEGOTIATING FOR **MORE MONEY**

*Express interest, restate your qualifications, then ask if there is any room to **negotiate the compensation package**.*

*Most valuable win is in **base salary** - the starting point for all raises going forward*

*“Other compensation” could include signing, relocation, or retention **bonuses***



# NEGOTIATING **ROLE PLAY**

1. *Break into pairs*
2. *Use the printed exercise for practice*
3. *Swap roles and repeat*





# CONSIDERING **ALL** OFFERS

A firm offering a “low” salary may signal a couple things:

- 1) The work may not be MSBA-level work.
- 2) The employer is testing the market.

Why might you consider the position anyway?



# LET'S REVIEW

## HOW DO YOU NEGOTIATE?

- Via Text: **Never!**
- Via Email: **Just to schedule** a conversation
- On the Phone: **Yes**, totally appropriate
- In-person or Zoom: **Ideal**, but often more difficult to schedule



# LET'S REVIEW

## WHY DO YOU NEGOTIATE?

To establish clarity on all aspects of the offer

To give yourself enough time to consider all possible options

To demonstrate your abilities in the potential role

To practice the process with CMC guidance



# LET'S REVIEW

## WHAT DO YOU NEGOTIATE?

Compensation package

Base salary

Signing bonus

Relocation bonus

Performance compensation



# SALARY NEGOTIATION

- If you are being offered *above market* - Don't Negotiate
- If you are offered a “below market rate” using MSBA averages adjusted for cost-of-living averages. **Negotiate.**

**Say:** I'd like to talk about the compensation package.

**Or:** *Do you have any flexibility on the salary?*

*What did you have in mind? I know my program's average salary rates for recent years. Georgia MSBAs generally earned over \$82,000 a year upon graduation.*



# RELOCATION ALLOWANCE

“Thank you for the offer! I am confident I will be able to apply my X, Y, and Z skills to add value to the team / your firm this summer”

“What does your firm offer in the way of relocation allowance?”

“I know some firms offer temporary housing or reimbursement for house hunting trips. How does \_\_\_\_\_ handle that?”



# OTHER **BONUS** POSSIBILITIES

- Many firms offer bonuses as incentive to accept positions. Where does \_\_\_\_\_ stand on that practice?
- Are there any bonuses paid for top performers? Are they based on individual work, team performance, or company-based milestones?
- Stock options, accelerated vesting, or commissions are offered by some firms. Has that practice been used at \_\_\_\_\_?



# MOCK INTERVIEW IN-PERSON OR TEAMS

1. Schedule an appointment through this [LINK](#)
2. Be ready for one of these questions:
  - Tell me about yourself / walk me through your resume.
  - Tell me about a time you demonstrated leadership, even if the leadership role wasn't formalized or assigned to you.
  - Tell me about a time you worked through conflict with a team member.



## UPCOMING ASSIGNMENTS

# INTRODUCTORY SLIDE



### Dr. Troy A. Montgomery

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**Terry College of Business**  
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Managing Partner  
**SC&E Partners**  
[www.SCandEpartners.com](http://www.SCandEpartners.com)  
Athens, GA

#### Education | Professional Certifications



USE DBA, Doctor of Business Administration  
G MBA, General Management  
BS, Mechanical Engineering

PMP Certified (PMI)  
Six Sigma/Lean BB (BAC/GE)  
FE



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#### Humana ('14-18)

- Continuous Improvement Leader
- Strategy Engagement Leader



#### Bank of America

#### Merrill Lynch ('08-11)

- VP: Productivity Consultant
- VP: Senior Change Consultant



#### General Electric ('02-07)

- Engineering Leadership Program
- Operations Team Lead

**I help individuals, teams, and organizations improve**

#### Personal

- **Husband:** Happily married 10+ years
- **Father:** 2 kids (son & daughter)
- **Fitness / Sports Enthusiast:** Former college baseball player, marathoner (1 and only 1), and daily P90Xer
- Sports coach, teacher, reader, and beach aficionado



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# EXCELLENT NEGOTIATORS

## IDENTIFY A “BATNA”

What is your best alternative to a negotiated agreement?

Be ready to walk away.

Be able to say no if the situation warrants it.



# EXCELLENT NEGOTIATORS

## IDENTIFY A “ZOPA”

What is the zone or range of a possible agreement?

Be ready to exchange information and explore interests, with a clear understanding of your value, benefits, and expectations.

