Salary Negotiation Kit (AvgPay)

Negotiation Strategy Overview

1) Lead with market context, role scope, and measurable impact.

2) Anchor with a clear range, then pause and let the anchor work.

3) Trade value for value (timeline, leveling, or scope) instead of discounting your ask.

4) Close with next steps and decision timing in writing.

This guide is informational and intended to support preparation.

It is not legal, financial, or employment advice.

Recommended Ask Range (Illustrative Method)

Build your ask range from three reference points:
- Target percentile from market data (illustrative sample ranges).
- Current total compensation and role responsibilities.
- Replacement cost and business impact evidence.

Suggested format:

Floor: minimum acceptable total compensation.

Target: realistic package based on your evidence.

Stretch: high end used as an initial anchor.

Do not fabricate competing offers or unverifiable claims.

Email Templates

Friendly:

Thank you again for the offer. I'm excited about the role and team.

Based on the scope and market benchmarks, I'd like to discuss a package in the X-Y range.

Can we review options on base/equity so we can align on impact and long-term fit?

Firm:

I'm aligned with the role and timeline. To accept confidently, I need total compensation

to reflect market for this scope. I'm targeting X-Y and can sign quickly if we can align.

Direct:

I'm ready to move forward. If we can bring base to X and equity to Y, I'll accept today.

Call Scripts + Response Library

Opening: 'I'm excited to join. I'd like to review compensation before final acceptance.'
Anchor: 'Given scope and market context, I'm targeting X to Y total compensation.'
Silence: after anchoring, pause 3-5 seconds and let the recruiter respond first.
Close: 'Great. What is the process and timeline for the updated package?'

Counteroffer responses:
1) 'I appreciate the movement. If we can adjust base by X, I'm ready to close.'
2) 'Could we keep base and improve sign-on/equity to bridge the gap?'
3) 'If level is fixed, can we review scope/title to match expected impact?'

If they say no:
1) 'Understood. What flexibility exists across other components?'
2) 'Can we document a 6-month compensation review with objective milestones?'
3) 'If budget changes this quarter, may we reopen this discussion?'