

# SALARY NEGOTIATION

“Negotiation is part of the experience. It’s normal. It’s expected. It’s difficult (and weird). It’s worth it.” — Tom Perry '00, *Engaged Pursuit*

## BUILDING YOUR CASE

Before you begin the negotiation process, look at the offer in front of you.

**Compare it with the salary ranges that you researched in earlier phases of your search. How does this one measure up?**

- How does the geographic cost of living factor in?
- If the salary seems low, are there benefits\* that make up for the wage gap?



**Take another look at the job description:**

- Do you meet the majority of the qualifications?
- What are you bringing to the role that is unique?

Before you present your request, you’ll want to be able to articulate your worth. By reviewing these questions beforehand, you’ll be in a better position to respond if you’re asked, “*Can you give me a good reason why you should receive an increase in the offer?*”

\*Check out the CES Job Offer Guide for details on what benefits might include.

## BEFORE YOU NEGOTIATE

1

### HAVE A SPECIFIC NUMBER PREPARED

Know your minimum salary requirements, the salary range for the role, and your ask.

2

### PRACTICE YOUR PITCH BEFORE THE NEGOTIATION

Although you might solely communicate the negotiation via email, a follow up conversation could happen over the phone or in-person.

3

### HAVE SOMEONE PROOFREAD YOUR EMAIL

It is more common for negotiations to occur via email. Errors in grammar or other typos may hurt your chances of securing a more competitive compensation package.

4

### BE KIND AND CONFIDENT IN YOUR INTERACTIONS

Your interaction could cement their enthusiasm to have you join the team or it could make them pause to reconsider. Remember that being confident in a job negotiation does not equate to aggressive. Kindness goes a long way.

WHO DO I??

HOW DO I??

WHERE DO I??

WHAT DO I??

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## PRESCREENING CONVERSATIONS WITH A RECRUITER

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Let's say that you are in a preliminary interview (by phone or in person) and the recruiter asks you about your expected salary...

You may not be ready to share. You're still learning about the organization, the role, and the overall benefits package.

Or maybe you're worried that providing a number or range will limit your options, that if you try to negotiate after the official offer, the organization could say:

*"This is within your expected range/the amount you shared during an earlier conversation."*

However, Makeda Hope-Crinchlow, a Diversity Program Manager at Zillow says,

*"a good recruiter is not going to lock you into that. They're trying to see if your needs line up with what the role pays."*

Not ready to discuss salary? You can say that you're not yet comfortable sharing that information — that you are moving through this process and learning more about their organization, as well as how you can apply your skills and experiences in this role.

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## THE NEGOTIATION CONVERSATION

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Once you've reviewed the offer, consulted with family and people who your trust — perhaps a mentor, then the negotiation starts with you.

Know **what** you are asking for, **why** you want it, and **how** it will benefit the organization. If the offer is lower than market average it may not be reason enough for them to give you your desired salary — so instead, pair your research with your explanation about what you want and why...

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**Offer Details:** Social Media Coordinator, small startup tech organization, \$45,000 initial offer, 10 vacation days, 8 holidays, 82% premium of health insurance covered, organization matches 401K

### EXAMPLE EMAIL CORRESPONDENCE

Dear [Recruiter],

I want to express my excitement and appreciation for this opportunity. The work that Startup Tech is doing aligns with my professional goals and I think the culture of the organization matches with my personality and strengths.

However, I am requesting a reconsideration of this offer. As the current offer stands, it does not meet my salary expectations based upon my skill sets and the market range.

With experience from two social media marketing internships at a large tech organization as well as at a similar startup, alongside three years of progressive leadership experience, I meet the preferred qualifications for this role and am comfortable hitting the ground running. I ask for this offer to be reconsidered to be more commensurate with my demonstrated abilities and experience.

I would be happy to continue this discussion in person or over the phone to come to an offer we both feel good about. Thank you for your time and consideration.

Sincerely,  
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## EXAMPLE CONVERSATION



I am glad you called. We've been looking forward to hearing your decision.



I'm very excited about the opportunity to work at your organization. I was hoping to chat with you about the offer. Is this a good time?

I do have some time now, can I clarify anything for you?



Yes, I have reviewed the offer in depth and considered the benefits as well as market averages. From my research I noticed that the salary is below the market range for this role.

When we looked at the budget, and what we are paying other people on our team, we thought that \$45,000 would be a good starting point.



I see. Given that I am bringing social media and marketing experience from 2 internships as well as 3 years of progressive leadership experience, I'd like for the compensation package to be reconsidered to be commensurate with my demonstrated abilities.

Well, obviously we really want you on our team — however, as a small startup, \$45,000 is the maximum of what we can offer for this role.



I completely understand. All things being equal, I am prepared to dive in and start building the social media presence, and I look forward to what we can accomplish together. Could we get creative to bridge this gap?

What do you have in mind?



I would be happy at \$45,000 with extended vacation time. I also hope to prove the value of my experiences and would like to plan a time for my salary to be revisited after I begin.

That is something that we can manage. We can revisit your salary at the 6-month performance review. In the meantime, we can increase your vacation time by 2 days.



I appreciate your willingness to work with me to determine an offer that we both feel good about. With these terms, I'm glad to verbally accept this role. Would I be able to see these terms in an official review of the updated offer?

# VALUE VERSUS WORTH

Worth translates to the amount you may expect to receive for the level of training and experience you bring.

Worth and value are not synonymous when it comes to job offers and negotiations.

Your value, on the other hand, includes the strengths and contributions that you will bring to the role and to the organization as a whole.

Inside Higher Ed says, ***“In order to earn your worth, negotiate your value.”***

This spans from recognizing the organization’s worth and value of the role by negotiating within salary range, justifying your proposed salary with unique strengths and the contributions to be brought to the team, and communicating through proper channels during the recruitment process.

**Source:** Matrone, M. (2016, August 8). *Worth vs. Value in Job Negotiations*. insidehighered.com

## Items open for negotiation:

- Preferred projects/assignments
- Flexible start date
- Additional stock options
- Extended vacation or paid time off
- Flexibility in weekly schedule (four 10-hour days/early or late start)
- Hybrid or remote work schedule
- Guaranteed minimum bonuses
- Change in job title
- Salary review after probation period/at first performance review
- Benefits start immediately rather than after 90 days
- Sign-on bonus

## HOW MUCH SHOULD I ASK FOR?

**Consider the organization type** (education, non-profit, government, startup, corporation, etc.).

**Compare the compensation package** with national and regional averages by looking at national and state averages through O\*NET, and pay ranges through PayScale or Glassdoor.

**Look at the experiences that you bring** in relation to the qualifications and preferred qualifications mentioned on the job description.

**Review the economic stability** of the industry and the organization.

Research compiled from Columbia Business School has shown that it is better to approach the hiring manager with a specific number (e.g. \$54,750 rather than \$55,000). The findings showed that a specific number implies to the employer that you did more extensive research into your market value to reach that number, and they are more likely to make an offer that is closer to what you are hoping for.

## LAST BITS OF ADVICE:

1

Negotiating is not about being difficult, but articulating your value. *“You’re not going to lose the offer. Hiring Managers and Recruiters EXPECT a level of negotiation. Plus, it can be fun!”* — Tom Perry ‘00, *Engaged Pursuit*

2

Practice before you go into the conversation with a CES advisor or mentor.

3

It’s always worth negotiating and may translate to up \$500k in additional wages over a 40 year career. Source: Salary Negotiation: The Art of the Ask by Jacklyn P. Boice