

GET PAID WHAT YOU'RE WORTH



*How to Negotiate a Raise
or Higher Starting Salary*

JOEL GARFINKLE

TABLE OF CONTENTS

INTRODUCTION	4
PEOPLE WHO WILL BENEFIT FROM THIS 10-STEP PROGRAM	4
WHAT YOU GET FROM THIS PROGRAM	5
GOOD FORTUNE RESULTS WHEN OPPORTUNITY MEETS PLANNING	7
TEN-STEP NEGOTIATION PROCESS	8
STEP 1: GET IN THE RIGHT MINDSET	9
2. BE A RISK-TAKER AS YOU ENTER THE NEGOTIATION.	9
3. BE CONFIDENT IN YOURSELF AND YOUR OWN SELF-WORTH.	9
6. REALIZE THE AMOUNT YOU LOSE BY SETTling FOR LESS.	10
STEP 2: PREPARE FOR THE NEGOTIATION EARLY	11
15. KNOW THE BEST TIME TO NEGOTIATE.	12
22. KNOW WHAT THE COMPANY CONSIDERS WHEN PREPARING FOR A RAISE.	13
23. KNOW THE MOST COMMON MISTAKES MADE DURING A NEGOTIATION.	13
STEP 3: GATHER INFORMATION TO PROVE YOUR CASE	15
25. DOCUMENT WHAT OTHERS SAY ABOUT YOU.	15
27. RESEARCH THE FINANCIAL HEALTH OF THE COMPANY.	15
31. SPEAK WITH PEOPLE INSIDE THE TARGETED ORGANIZATION.	16
STEP 4: PROVIDE FACT-BASED, QUANTIFIABLE DATA	17
34. MAKE SURE YOUR ACCOMPLISHMENTS SHOW FOUR THINGS.	17
35. CREATE FACT-BASED & QUANTIFIABLE DATA FOR YOUR ACCOMPLISHMENTS.	17
36. SHARE YOUR UNIQUE SKILLS SO YOU STAND OUT.	18
STEP 5: COMMUNICATE A PERSUASIVE ARGUMENT	19
41. SHOW THE EMPLOYER WHAT YOU WILL DO FOR THEM.	19
43. CONSIDER THIS LIST OF COMPENSATION, BENEFITS, PERKS AND CONCESSIONS.	20
45. BE PREPARED FOR THE OBJECTIONS.	21
STEP 6: LEARN THE SECRETS TO NEGOTIATING THE HIGHEST AMOUNT	24
47. DON'T DISCUSS SALARY UNTIL THE EMPLOYER UNDERSTANDS WHAT YOU ARE REALLY WORTH.	24
51. FOR EVERY NO, HAVE A YES FOR WHY YOU DESERVE THE RAISE.	25
52. DISCUSS SALARY ONLY AFTER YOUR POTENTIAL EMPLOYER KNOWS YOUR VALUE TO THE COMPANY.	25
STEP 7: REALIZE THE DO'S AND DON'T OF NEGOTIATION	27
61. DO NOT ACCEPT AN OFFER ON THE SPOT.	27
63. DO ASK FOR 15%-20% MORE THAN YOU WANT.	27
75. DON'T LET THESE OBSTACLES GET IN THE WAY OF YOUR NEGOTIATION.	29
STEP 8: NEGOTIATE THE BEST OFFER	31
79. NEVER TAKE WHAT THEY INITIALLY GIVE YOU.	31
81. MAKE SURE THAT SALARY IS THE LAST THING DISCUSSED.	31
83. KNOW WHAT TO SAY IF YOU ARE ASKED ABOUT YOUR LAST SALARY.	32

STEP 9: CONSIDER THESE THINGS BEFORE ACCEPTING AN OFFER	35
100. TAKE 24 TO 48 HOURS TO THINK ABOUT THE NEGOTIATED AMOUNT.	35
101. THINGS TO CONSIDER BEFORE ACCEPTING A JOB.	35
105. NEGOTIATE YOUR VACATION TIME.	36
STEP 10: DON'T FORGET TO FOLLOW-UP	38
114. GET EVERYTHING IN A WRITTEN OFFER LETTER.	38
118. REVIEW AND EVALUATE YOUR NEGOTIATION PERFORMANCE.	38
120. PREPARE FOR THE NEW NEGOTIATION IN THREE MONTHS.	39
SAMPLE NEGOTIATION LETTERS	40
SAMPLE SALARY NEGOTIATION LETTER	40
SAMPLE REJECTION OFFER LETTER	41
JOEL GARFINKLE – BIOGRAPHY	42
SPEAKING TESTIMONIALS	43
FREE RESOURCES FOR YOU	44
EXECUTIVE COACHING AND SPEAKING SERVICES	45

INTRODUCTION

*In business, you don't get what you deserve,
you get what you negotiate.*

— CHESTER L. KARRASS —

THIS BOOK PROVIDES PROVEN SALARY NEGOTIATION STRATEGIES AND TIPS TO EFFECTIVELY NEGOTIATE A RAISE OR A HIGHER SALARY WHEN STARTING A NEW JOB.

Do you want to:

- ✓ Earn what you deserve?
- ✓ Get paid what you are worth?
- ✓ Maximize your earning potential?

These are all possible when you apply this proven, 10-step “Get Paid What You’re Worth” program.

Like most people, you probably feel your work is worth more than the salary you make. You want to be compensated for the actual value you provide to your company.

It's time to muster the courage to ask for the money you deserve. Whether you're considering a new job or asking for a raise, this book will teach you the salary negotiation strategies you need to negotiate the highest amount possible.

PEOPLE WHO WILL BENEFIT FROM THIS 10-STEP PROGRAM

Anyone who wants to make more money can benefit from this 10-step raise and salary negotiation strategy program. But it is especially useful for those who are:

- Stuck with no raise for the past year or two.
- Earning \$100,000, but haven't received a substantial salary increase in recent years.
- Looking for a higher paying job.
- Executives making six figures who aspire to join the seven-figure club.
- Unaware of effective raise and salary negotiation strategies.
- In middle management working for companies that have cut back on pay raises due to the poor economy.
- In a position where they face public salary negotiations.

GET PAID WHAT YOU'RE WORTH

- Unsure how to achieve a job offer with the highest salary.
- Underpaid by thousands of dollars.
- High paid executives who want more lucrative bonus or benefit packages.
- Hesitant to ask for a pay increase during this recession.
- Unclear how to discuss salary increases during their performance review.
- Not sure how to determine the appropriate raise or salary negotiation range.

A POTENTIAL EMPLOYER AND JOB CANDIDATE EACH HAVE AN AGENDA WHEN IT COMES TO NEGOTIATION:

The employer is thinking – “How much is this person going to cost me?”

He or she doesn't want to cheat you out of what you're worth, but there are budget considerations.

The employee is thinking – “How much is this company willing to pay?”

Your goal is to get the best salary you can and to ask for what you deserve.

MOST PEOPLE FEAR THE NEGOTIATION PROCESS BECAUSE:

- You might be perceived as greedy, get rejected or be viewed as rocking the boat.
- You might be desperate for the job and don't want to do anything that could cause you to lose it.
- You might jeopardize your relationship with your boss.

This book will eliminate these and other fears that get in the way of asking for and getting what you want. Whether you are negotiating with the private sector or a doing a public salary negotiation, Get Paid What You're Worth will provide you with the skills you need for success. Through this step-by-step proven approach, you will be supported and your fears tempered so you can get paid what you're worth.

WHAT YOU GET FROM THIS PROGRAM

To negotiate the salary and raises you deserve, you will apply many of the negotiating tactics discussed in this 10-step Get Paid What You're Worth program. This process is jam-packed with insider tips, proven strategies and salary negotiation secrets, including:

GET PAID WHAT YOU'RE WORTH

PREPARING TO NEGOTIATE

- 15 do and don'ts of negotiation.
- 8 websites to research the market value for your position.
- 12 ways to find the appropriate salary for your position.
- Capitalize on the 8 best times to negotiate.

BEST PRACTICES

- 10 common mistakes to avoid during the negotiation.
- 22 proven strategies to become the #1 candidate so you can negotiate a top salary.
- 4 effective ways to get your employer to appreciate your value.
- 8 requirements necessary before an employer can understand what you're really worth.

SECRETS TO NEGOTIATE THE HIGHEST AMOUNT

- 15 secrets to negotiating the highest amount.
- 8 yes's for every no on why you deserve a raise.
- 5 of the most common fears that make you reluctant to ask for a raise.
- 4 things your company considers when giving a raise.
- 52 benefits, perks and concessions to negotiate.

NEGOTIATION IN ACTION

- 4 ways to respond when asked about your last salary.
- 5 proven stories that demonstrate your worth.
- 2 ways to respond when the salary is discussed early in the conversation.
- 10 objections to be prepared to overcome.
- 7 ways to follow-up to get the desired amount.

SECURING THE BEST OFFER

- 10 ways to get the raise or salary that feels impossible to achieve.
- Track 16 items to present an ironclad case for a raise.
- 5 proven techniques to implementing a salary negotiation strategy that gets the highest amount.
- 4 questions to ask yourself to evaluate how your negotiation performance went.
- 17 things to consider before accepting an offer.

This 10-step process will teach you how to effectively negotiate a higher salary using proven salary negotiation strategies and how to justify your desired salary by quantifying your contributions to the company.

GET PAID WHAT YOU'RE WORTH

GOOD FORTUNE RESULTS WHEN OPPORTUNITY MEETS PLANNING

Thomas Edison once said, "Good fortune is what happens when opportunity meets with planning." The same is true when negotiating a raise. It's important you take the time to plan how to ask for a raise. This even includes knowing the right time of day to plead your case.

As you consider how to ask for a raise, it's equally important to be prepared for salary negotiation. No matter if you've been in your job for 15 years or are just starting out and need tips on job offer salary negotiation, the following information can help you get paid what you're worth.

Likewise, you have more bargaining power than you think when negotiating a higher starting salary. The key is understanding and taking advantage of the employer's negotiation salary range. Use this guide to hammer out the best pay package for you.

Whether you want a higher starting salary or a raise, this ten-step negotiation process will help you get paid what you deserve.

TEN-STEP NEGOTIATION PROCESS

Let us never negotiate out of fear. But let us never fear to negotiate.

— JOHN FITZGERALD KENNEDY —

PART 1 – NEGOTIATION PREPARATION

STEP 1: GET IN THE RIGHT MIND-SET

STEP 2: PREPARE FOR THE NEGOTIATION EARLY

STEP 3: GATHER INFORMATION TO PROVE YOUR CASE.

PART 2 – NEGOTIATION READINESS

STEP 4: PROVIDE FACT-BASED, QUANTIFIABLE DATA.

STEP 5: COMMUNICATE A PERSUASIVE ARGUMENT

PART 3 – NEGOTIATION BEST PRACTICES

STEP 6: LEARN THE SECRETS TO NEGOTIATING THE HIGHEST AMOUNT

STEP 7: REALIZE THE DO'S AND DON'TS OF NEGOTIATION

PART 4 – NEGOTIATION IN ACTION

STEP 8: NEGOTIATE THE BEST OFFER

STEP 9: CONSIDER THESE THINGS BEFORE ACCEPTING AN OFFER.

STEP 10: DON'T FORGET TO FOLLOW-UP.

STEP 1: GET IN THE RIGHT MINDSET

During a negotiation, it would be wise not to take anything personally.

*If you leave personalities out of it,
you will be able to see opportunities more objectively.*

– BRIAN KOSLOW –

1. SEE THE NEGOTIATION PROCESS AS A GAME.

When you're negotiating on your own behalf, you are too invested in the outcome. Thus, you will probably treat the negotiation too seriously. Instead, relax and enjoy the process. Treat it as a game in which you try to have fun as you do the cat and mouse game of negotiation.

2. BE A RISK-TAKER AS YOU ENTER THE NEGOTIATION.

In order to negotiate, you must be willing to take the risks to ask for what you want. Your fearless and courageous attitude will help you take the necessary risks to get the upper hand.

3. BE CONFIDENT IN YOURSELF AND YOUR OWN SELF-WORTH.

The #1 reason most people get less in a negotiation is due to lack of self-worth. People under earn because they under value themselves. Be confident in yourself so you can believe that you deserve the amount you are asking for.

4. BE PATIENT.

Most concessions occur at, or even past, the deadline. Be patient in order to get your desired amount. You will be tempted to give in and accept the offer, but this is where the real negotiation begins. The more patient you are throughout the process, the greater your chances are for getting what you want.

5. BE SENSITIVE TO THE EFFECTS A DOWN ECONOMY CAN HAVE ON YOUR EMPLOYER.

Your boss is under more pressure and stress due to the difficult economy. Their hands are tied and they can't give you what they want. Make it easier for them to give you something. Consider some benefits, perks and concessions that would be easier for your boss to say yes to.

GET PAID WHAT YOU'RE WORTH

6. REALIZE THE AMOUNT YOU LOSE BY SETTling FOR LESS.

When you settle for less (and don't negotiate), it impacts you for the long-term. The raise percentages you receive throughout the time at your company will be less because they're based on the initial salary you settled for. Ultimately, you'll earn less and save less.

7. KNOW YOUR WORTH.

Knowing your worth means valuing yourself and what you provide the company. You'll need a solid amount of self confidence to believe in what you are worth and be willing to ask for an amount that is out of your comfort zone. Not only does tracking your accomplishments create concrete examples of your value, the tracking process itself will give you confidence and a clear understanding of your worth.

8. UNDERSTAND THAT NEGOTIATION INVOLVES THREE KEY ELEMENTS.

The more you understand what is involved in a negotiation, the better equipped you can be to be successful. Negotiation involves three elements. (1) Information: "They" seem to know more about your needs than you do about theirs. (2) Time: "They" don't seem to be under the same time constraints as you. (3) Power: "They" seem to have more power than they actually do.

9. MANAGE YOUR STRESS AND UNCOMFORTABLE FEELINGS DURING THE NEGOTIATION.

You will probably feel awkward, uncomfortable and stressed leading into the negotiation. Most people don't like conflict, don't want to offend the person making the offer and want to just get in and out of the conversation as quickly as possible. The better you manage your stress level, the more money you can make because you can last longer in the negotiation process.

10. DO REALIZE THAT YOUR SALARY IS NEGOTIABLE?

Did you know that about 90% of all human resources professionals expect you to negotiate? Knowing that the employer expects you to negotiate will help you be less intimidated, more open and willing to negotiate.

STEP 2: PREPARE FOR THE NEGOTIATION **EARLY**

Your earning ability is largely determined by the perception of excellence, quality, and value that others have of you and what you do.

The market only pays excellent rewards for excellent performance. It pays average rewards for average performance, and it pays below average rewards or unemployment for below.

– BRIAN TRACY –

11. SPEND FOUR TO SIX MONTHS PREPARING FOR THE NEGOTIATION DISCUSSION.

During this period, determine all the reasons you deserve the raise. Be aware of all you have accomplished so that you can present how valuable you are to the organization. Remember, your accomplishments are the currency you use to calculate your value.

12. VISUALIZE THE DESIRED OUTCOME.

Most people enter negotiations feeling nervous about the process. When you can handle your nerves, you will gain a better outcome. The key to minimizing the nervousness is to visualize the discussion and outcome you desire. Visualize so many times that the actual live negotiation feels like you are doing just what you practiced in your mind. In the end, see the employer offering you exactly what you wanted and you agreeing with the amount.

13. ROLE-PLAY YOUR NEGOTIATION DISCUSSION.

Most people are uncomfortable during the salary discussion. The more you practice, the more comfortable you will become. Get someone to practice with or do it out loud in front of a mirror. The goal is to know your accomplishments, your stories and your talking points so well that they come out of your mouth without nervousness getting in the way.

14. PRACTICE NEGOTIATION IN “NO LOSE” SITUATIONS.

The best way to be prepared in a negotiation that you really want your desired amount is to practice in situations you don't care at all. So interview for jobs you don't want so you can practice your negotiation skills and learn from the variety of different situations.

GET PAID WHAT YOU'RE WORTH

15. KNOW THE BEST TIME TO NEGOTIATE.

The obvious times to negotiate are when you are interviewing for a new job, just received a promotion or during your performance review. The less obvious times (which are just as important) are when you finish a major project, had a huge win, gained great visibility, increased your responsibility or had an extensive amount of success on a project.

16. KNOW THE WORST TIME TO NEGOTIATE.

Timing is everything, especially when negotiating. The worst times to negotiate are when the company is struggling financially or is cutting back on staff. The end of the fiscal year is also difficult because departments often are concerned about "making their budgets" and are more cautious about spending money.

17. START THE NEGOTIATION DISCUSSION EARLY AND DON'T WAIT UNTIL YOUR REVIEW.

The negotiation discussion can take a lot of time. So it's important to start early. This means to start as early as you can in the budget cycle. This will allow time for the employer to make the decision without being limited by budget restraints.

18. COME UP WITH A SHOCKING AND "IMPOSSIBLE" SALARY NUMBER.

Come up with a number that is so high you couldn't ever imagine asking for that. Once you have the number, create ten reasons that prove why you deserve that amount. You are making a case for yourself. The ten reasons will help with your confidence when you have to ask for a number that is more reasonable, but still makes you feel uncomfortable.

19. DO REALIZE THAT YOUR PERFORMANCE IS ALWAYS BEING OBSERVED.

Realize that every day on your job, your performance will directly impact your ability to negotiate successfully. Be aware of how you represent yourself so when it comes time to negotiate, you have already made the right impression.

20. PREPARE YOUR RESUME SO THE CONTENT AND LOOK JUSTIFY THE SALARY YOU DESIRE.

The first impression you make to your future employer is your resume. With an effective, professionally designed layout and proven results jumping off the page, your resume can help you get the highest salary possible.

GET PAID WHAT YOU'RE WORTH

21.ASK YOUR BOSS WHAT YOU NEED TO DO TO GET A RAISE.

To create buy-in early from your boss, determine what you specifically need to do to get the raise. Sit down with your boss and create an action plan. Then follow up with him or her every 2-4 weeks to make sure you are on-target to meet your agreed upon objectives.

22.KNOW WHAT THE COMPANY CONSIDERS WHEN PREPARING FOR A RAISE.

This includes: the budget available (if any) to provide pay increases, how your performance compares to your peers, what percentage increases have been given in the past, how well the company is performing financially to warrant raises, etc.

23.KNOW THE MOST COMMON MISTAKES MADE DURING A NEGOTIATION.

Negotiating with the wrong person.

- Never push your agenda and negotiate with the person who doesn't have the power to say yes.

Assuming too much without verifying it.

- Check out your assumptions. Don't assume anything in a negotiation without thoroughly checking it out so you can get to the truth.

Keep adding new things as you negotiate.

- Bring up all the things you want at one time. Don't keep adding new things as you negotiate. The employer will become more and more frustrated. Instead, get all your requirements out at once.

Talking too much

- Say only what needs to be said. Get in and get out quickly for each discussion point. The more you say, the more they can find ways to take advantage during the negotiation.

Not listening well.

- Listen carefully to the things that can give you an advantage during the negotiation. Often, the employer will reveal his or her weaknesses and it's up to you to capitalize on them. Listen for the things that are said and the things that aren't said.

GET PAID WHAT YOU'RE WORTH

24. STEP INTO YOUR BOSS'S SHOES TO GAIN HIS OR HER PERSPECTIVE.

Understand your boss's perspective and how he or she sees your situation. Your boss is responsible for managing the budget, head count and salary amounts. These can affect his or her ability to give raises. Try to determine the pressure your boss is under that might limit his or her ability to give you a raise. Consider your boss's relationship is to his or her boss and whether he or she will speak up on your behalf to back your request for a raise. Know the financial restraints or budget limitations affecting the group and your boss. This will help you know how to speak with him or and make the strongest request for a raise.

STEP 3: GATHER INFORMATION TO PROVE YOUR CASE

Prepare by knowing your walk away [conditions] and by building the number of variables you can work with during the negotiation... you need to have a walk away... a combination of price, terms, and deliverables that represents the least you will accept. Without one, you have no negotiating road map."

– KEISER –

25. DOCUMENT WHAT OTHERS SAY ABOUT YOU.

Over the course of the year, your supervisors, peers, boss and people in senior management will say positive things about you. Take note of their praise, how they enjoy working with you, the value you bring to the company. If a lot of these comments aren't in writing, transcribe them to use in the negotiation discussion.

Having all of this information at the ready can make it a lot easier to think about how to ask for a raise.

26. RESEARCH THE APPROPRIATE SALARY FOR YOUR POSITION.

Research the market value for your position. Based on this competitive analysis, you'll know what salary you can ask for the desired position. Besides checking out these salary websites, talk to people in similar positions. Recruiters can be a valuable resource and so can professional associations who provide salary details of their members.

- <http://www.salary.com>
- <http://www.payscale.com>
- <http://www.glassdoor.com>
- <http://www.vault.com>
- <http://www.salaryexpert.com>
- <http://www.rileyguide.com/salguides.html>
- <http://stats.bls.gov/oco/cg/cgindex.htm>
- <http://jobstar.org/tools/salary/sal-prof.php>

27. RESEARCH THE FINANCIAL HEALTH OF THE COMPANY.

Is the company doing well financially? If so, you can be more comfortable asking for the amount you want. If the company has a hiring freeze or just did a companywide salary cut, you may not have as much leverage to negotiate. Understand the financial limits the company might be facing right now.

GET PAID WHAT YOU'RE WORTH

28. KNOW AS MUCH AS YOU CAN ABOUT THE COMPANY AND INDUSTRY.

Research the company's website, competitors' websites, and annual reports. Find the inside scoop about the company by reviewing www.vault.com, a website that provides information about the culture, hiring practices and salaries of hundreds of occupations and industries.

29. KNOW THE SALARY RANGE BEFORE DISCUSSING YOUR AMOUNT.

Even though both sides are reluctant to propose the salary number first, it's best to have the employer give you the salary range first. Thus, you can know the amount you are working with. From this position, you can negotiate a higher amount.

30. KNOW THE COMPENSATION POLICIES FOR PROVIDING PAY INCREASES.

Understand the company policies concerning pay increases by having a discussion with your boss and Human Resources. When do raises occur (what time of year)? What gets considered in the raise negotiation? How much has the company typically given in the past?

31. SPEAK WITH PEOPLE INSIDE THE TARGETED ORGANIZATION.

Speak with people inside the targeted organization to learn about the typical salary levels and how they view negotiation. Understand the company's compensation process and what they aren't flexible with (e.g. stock options) and what they are (e.g. vacation time and signing bonus).

32. PRESENT YOUR CASE SO YOUR BOSS WILL KNOW THE VALUE AND IMPACT YOU HAVE ON THE COMPANY.

When you are able to present a well-developed and thought out case for a raise, you are portraying yourself in the best light possible. You are using this opportunity to self-promote and share how great you really are. Your boss will appreciate how valuable you are to the company.

STEP 4: PROVIDE FACT-BASED, QUANTIFIABLE DATA

The most difficult thing in any negotiation, almost, is making sure that you strip it of the emotion and deal with the facts...

– HOWARD BAKER –

33. TRACK YOUR ACCOMPLISHMENTS.

Start documenting your accomplishments today by creating a file called “Accomplishments”. Begin by listing everything worthwhile you’ve completed in the last week, month and year. Add to this list whenever you’re reminded of something you accomplished in the past. Meanwhile, track every success from this point on and schedule a weekly 15-minute appointment with yourself to add to your list.

34. MAKE SURE YOUR ACCOMPLISHMENTS SHOW FOUR THINGS.

Each accomplishment should show four things: the accomplishment, its measurable result, the actions taken to create the result, and the impact it has had on the firm. Break down each accomplishment to describe: what exactly did you do? How did you do it? What was measurable? What were the results? How did you directly affect the company’s bottom line?

35. CREATE FACT-BASED & QUANTIFIABLE DATA FOR YOUR ACCOMPLISHMENTS.

As you track your accomplishments, make sure you use measurable or financial terms (money saved, sales generated, time saved, etc) to state the financial impact it had on the company. Quantifiable data is especially persuasive because they measure the impact of your accomplishments. The more evidence you provide in making your case for the negotiation, the less the other side can dispute the power of your argument. Track such things as:

- recent accomplishments
- goals met
- projects completed
- problems solved
- experience gained
- positive feedback you’ve received from others
- customer satisfaction
- innovative ideas
- initiatives started
- successes of your group or department
- positive comments from your boss
- successful projects
- revenue earned
- positive results that occurred due to your actions
- responsibilities you have fulfilled for your position, the department or the company
- extra responsibilities you’ve taken on beyond your job description

GET PAID WHAT YOU'RE WORTH

36.SHARE YOUR UNIQUE SKILLS SO YOU STAND OUT.

What makes you special? Think about the value you provide, the influence you have and the overall impact you have on the organization to identify why the company should give you the desired amount.

37.DURING THE PAY RAISE DISCUSSION, PRESENT YOUR ACCOMPLISHMENTS TO YOUR BOSS IN AN ORGANIZED LIST.

You will still make your case verbally, but having the accomplishment document will be helpful when your boss discusses your raise with his/her boss.

STEP 5: COMMUNICATE A PERSUASIVE ARGUMENT

*The first principle of contract negotiation is
don't remind them of what you did in the past;
tell them what you're going to do in the future.*

– STAN MUSIAL –

38. FOCUS ON THE VALUE YOU PROVIDE.

Focus on the value you provide, the benefits that will be gained, the outstanding results and overall impact for the company. Don't dwell on what the employer is providing in return or you will become sympathetic to them and it will lessen your desire to make a case for yourself.

39. CREATE STORIES THAT SHOW THE PROBLEM, ACTION AND RESULT.

An important salary negotiation skill is sharing stories during the negotiation that illustrate the value and impact of your accomplishments. Each story takes a specific problem or situation and shows the action you took and the results that were achieved. Through stories, the person on the other side of the negotiation will understand how valuable you will be to the company.

40. CREATE TALKING POINTS FOR SALARY OR RAISE DISCUSSIONS.

The person you initially have the negotiation with may not be the person who makes the ultimate decision. Thus, make sure that the talking points you share provide clear and succinct reasons why you deserve the salary amount or raise. The better your talking points are, the easier it is for your boss to argue on behalf of your case.

41. SHOW THE EMPLOYER WHAT YOU WILL DO FOR THEM.

When discussing your desired salary, show the employer what you will do for them in the future. The more the employer can understand the impact you will have on their future bottom line, the easier it will be for you to negotiate your desired amount. The employer will see how the investment in you will pay dividends in the months and years to come.

GET PAID WHAT YOU'RE WORTH

42. BE WELL ORGANIZED WHEN YOU PRESENT YOUR NEGOTIATION.

Present your negotiation in an intelligent and thoughtful way that shows your preparation and seriousness of your case.

43. CONSIDER THIS LIST OF COMPENSATION, BENEFITS, PERKS AND CONCESSIONS.

- **Money** – performance bonus, signing bonus, incentive pay, commissions, stock options, compensation for overtime, profit sharing, 401K match employee contributions, pension plan, severance guarantee, deferred compensation.
- **Performance Reviews** – accelerated reviews, reviews done earlier, shorter time frame between reviews.
- **Vacation** – extra days, extra weeks, extra number of personal/sick days.
- **Insurance** – pay all of the health insurance expense, dental insurance, optical insurance, life insurance and disability insurance.
- **Membership** – health club, country club, professional group associations.
- **Training** – increase your personal training budget, provide additional training courses.
- **Hours@work** – flexibility of schedule, telecommuting.
- **Raise/Promotion/Title** – create a shorter time frame between raise discussions, negotiate promotions based on performance and not length of time or merit, discuss upgrading your job title.
- **Moving** – moving expense, relocation expense.
- **Counsel** – legal, tax, psychology.
- **Car/Driving** – company car, car allowances, parking, commuting, gas.
- **Home office** – pay for home equipment (computer, printer, etc), internet connection, cell phone.
- **Misc** – laptop computer, provide child-care, tuition reimbursements.

GET PAID WHAT YOU'RE WORTH

44. PRIORITIZE YOUR COMPENSATION, PERKS, BENEFITS AND CONCESSIONS.

Take all of your perks, benefits and concessions and put them into three categories (A, B and C). The A category are the “must haves” that are non-negotiable. You will walk away if you can’t get what’s on this list. The B category is for the “like to have” items. The C category is for the things that would be nice to have, but aren’t “deal breakers.”

45. BE PREPARED FOR THE OBJECTIONS.

Your employer will likely have objections to why you can’t get a raise right now. Be prepared for the rejection. The best way to counter objections is with the fact-based accomplishments you have carefully documented. The type of objections you might encounter are:

OBJECTIONS	RESPONSES
WE CAN'T AFFORD TO GIVE YOU A RAISE RIGHT NOW.	You can't afford not to. The amount I am making is substantially lower than the market. Let me share some research with you.
RIGHT NOW ISN'T THE RIGHT TIME.	I don't want to put this off any longer. I am doing work that is one level above my current position. I need to get paid the amount that is worthy of my responsibilities and caliber of work.
LET'S HOLD OFF UNTIL YOUR PERFORMANCE REVIEW.	I want to evaluate my performance now. It's important to me to bring my salary level up to where it belongs.
WE HAVE A COMPANY WIDE PAY FREEZE.	I respect the company's position. However, I want the value I am providing the company to be recognized and rewarded by earning what my worth is to the company.
WE WILL BE LAYING OFF 10% OF THE WORKFORCE.	I am not being laid off because my work is valued. I want my compensation to be more in-line with what I am producing at the company. Right now, it's below market average.
THE ENTIRE FIRM IS GETTING A 2% RAISE.	I am not an average employee. I shouldn't get the same raise as my peers. My performance, project successes and impact on the company have proven my worth to be greater than the 2% raise.

GET PAID WHAT YOU'RE WORTH

YOU'RE NOT WORTH MORE.	Let me explain my accomplishments and how they have impacted the company's bottom line. I can clearly demonstrate I am worth what I am asking for.
THAT'S ALL PART OF YOUR JOB DESCRIPTION.	Let me explain the things I do that go beyond my job description. I will identify and document the extra responsibilities I've taken on.
NOT WITHIN THE BUDGET.	I want you to make an exception and see about getting money within or beyond the budget so I can be compensated appropriately.
YOU ARE ALREADY THE HIGHEST PAID IN THIS GROUP.	Yes, but my performance has proved that I am worth that amount... and then some. I'm only asking to receive a salary that is appropriate for the return on investment I provide the company. Here is how I've impacted the company's bottom line (provide data).
YOU'RE ASKING FOR TOO MUCH. THAT'S MUCH HIGHER THAN WE PAY PEOPLE WHO HAVE BEEN ON OUR STAFF FOR SEVERAL YEARS, DOING THE SAME WORK.	Let me go over the impact I plan to make on this company and how it will directly affect your bottom line. Once you know the value, you will see that the amount I am asking for is reasonable and fair.
THE SALARY IS \$80,000. TAKE IT OR LEAVE IT.	<p><u>First response:</u> I need a day or two to think about it.</p> <p><u>Second response:</u> I really want to work for this company. If you make the offer \$88,000 I will accept and prove to you I'm well worth the investment.</p> <p><u>Third response</u> (after the first 2 failed): I accept the \$80,000 salary. But I would like you to agree to review my performance in three months and reconsider increasing that amount.</p>

GET PAID WHAT YOU'RE WORTH

<p>YOU SAID YOU WANT ADDITIONAL PERKS. I REALLY CAN'T OFFER YOU ANYTHING LIKE THAT BECAUSE THE PEOPLE ALREADY ON MY STAFF DON'T HAVE THEM. THAT WOULD BE UNFAIR.</p>	<p><u>First response:</u> As I've mentioned to you, I'm considering several opportunities. These perks will provide me what I need to say yes, because I really would prefer working for your company. <u>Second response:</u> If I can't receive those perks, what added benefits can you provide that you think would be fair?</p>
<p>I'D LIKE TO GIVE YOU WHAT YOU'RE ASKING FOR, BUT MY BUDGET HAS BEEN CUT AND I JUST DON'T HAVE THE MONEY RIGHT NOW.</p>	<p><u>First response:</u> I appreciate your budget constraints, but you will be getting an excellent return on your investment. Can you pull the money from another department? If not, how about going to the VP or CEO, explain the value I would provide and ask them to increase your budget accordingly? <u>Second response:</u> Would you agree to re-evaluate my salary at the three month mark and discuss the increase I suggested at the start of this job?</p>
<p>WE'VE DONE A COMPETITIVE ANALYSIS OF THIS POSITION AND YOU'RE ASKING FOR MORE THAN WHAT THE MARKET IS PAYING RIGHT NOW. FIRST RESPONSE: I'VE ALSO DONE SOME RESEARCH. LET ME SHOW YOU MY MARKET ANALYSIS AND HOW IT COMPARES TO YOURS.</p>	<p><u>First response:</u> I've also done some research. Let me show you my market analysis and how it compares to yours. <u>Second response:</u> When looking at competitive analysis, those numbers only consider the average. I am not average and will provide so much more value for your investment.</p>

STEP 6: LEARN THE SECRETS TO NEGOTIATING THE HIGHEST AMOUNT

Negotiating means getting the best of your opponent.

– MARVIN GAYE –

46. REALIZE THE FIRST FIGURE OUT OF THE EMPLOYER'S MOUTH IS THE LOWEST.

Companies almost always start at the bottom, expecting you to counter with something much higher. They expect to meet on a middle ground.

47. DON'T DISCUSS SALARY UNTIL THE EMPLOYER UNDERSTANDS WHAT YOU ARE REALLY WORTH.

Make sure you've met all of the requirements listed below before the negotiation begins.

- Not until they've gotten to know you, at your best, so they can see how you stand out above the other applicants.
- Not until you've gotten to know them, as completely as you can, so you can tell when they're being firm or when they're flexible.
- Not until you've found out exactly what the job entails.
- Not until they've had a chance to find out how well you match the job requirements.
- Not until you're in the final interview for that job.
- Not until you've decided, "I'd really like to work here."
- Not until they've said, "We want you."
- Not until they've said, "We've got to have you."

GET PAID WHAT YOU'RE WORTH

48. DISCUSS SALARY ONLY WHEN YOU KNOW YOU ARE THE NUMBER ONE CANDIDATE.

When you are the top candidate, you know the employer wants to hire you. You have the upper hand in the negotiation because they have chosen you. They will do what it takes to entice you to join the company.

49. UNDERSTAND HOW THE EMPLOYER THINKS.

The employer is thinking, “how much is this person going to cost me?” It's not that he or she wants to cheat you out of what you're worth, but there are budget considerations. The employer wants to get you for the lowest price possible.

50. HEAR WHAT IS BEING SAID; UNDERSTAND WHAT IS UNSPOKEN.

The person you are negotiating with will omit things that are necessary for you to know about to negotiate effectively. It's your objective to figure out what is being left out of the conversation.

51. FOR EVERY NO, HAVE A YES FOR WHY YOU DESERVE THE RAISE.

For every reason your employer can't give you the raise you requested, have a reason why you deserve it. So if they have six no's, you need to have seven yes's. Prove your worth by continuing to give all the reasons you deserve a raise.

52. DISCUSS SALARY ONLY AFTER YOUR POTENTIAL EMPLOYER KNOWS YOUR VALUE TO THE COMPANY.

Delay the salary discussion until you feel you've done an effective job communicating your value to the organization. If you discuss salary before they know the value, they won't be willing to give you as much as you deserve.

53. GIVE AN EXTREMELY HIGH SALARY AMOUNT IF YOU ARE ASKED FIRST.

If the employer demands to know your desired salary, ask for an amount that is 30-40% higher than your true goal. If you must be the person who goes first, shock them with the amount and then immediately come up with your reasons to justify it. The employer will start to see you deserving of that amount. So even if they drop the shocked amount 15-20%, you still get more than you originally wanted.

54. LEVERAGE YOUR BOSS TO INFLUENCE THE KEY DECISION MAKERS.

The stronger you can make your case, the easier it is for your boss to argue on your behalf to HR and his or her boss. Your boss can directly influence the most important decision makers for your raise.

GET PAID WHAT YOU'RE WORTH

55. UNDERSTAND THE OTHER SIDE'S POSITION AND POINT OF VIEW.

You will be focusing on yourself, your needs and desired amount throughout the negotiation. It will help to understand the point of view of the other side and really listen to their issues. Where are they coming from? What do they want? The key is to learn how to communicate so they will feel understood and thus more inclined to give you what you want.

56. REMOVE THE NEED FOR WHAT YOU ARE NEGOTIATING FOR.

The more you **NEED** the money – the more it is a necessity for you – the harder it will be to negotiate. If you're desperate, you negotiate from a position of weakness. The employer will have the upper hand because you need them more than they need you. The best negotiators don't care whether they win or lose. The less they care, the more risks they are willing to take.

57. FOCUS ON VALUE...NOT NEED.

Don't discuss why you need a certain amount. This argument doesn't have much validity. Instead, focus on the value you will provide the company. If the perceived value is real, you'll get exactly what you want.

58. REALIZE THE EMPLOYER'S FIRST OFFER ISN'T THEIR HIGHEST AMOUNT.

The employer will typically offer a lower initial offer because they expect the candidate will negotiate. This will give them wiggle room to make a better offer without going to their highest amount. Studies have shown that about three-quarters of employers offer a lower salary allowing for room to negotiate.

59. REALIZE THAT IF YOU ARE WILLING TO LEAVE, THE COMPANY WILL BE INCLINED TO GIVE YOU WHAT YOU WANT.

You can push and push for a raise, but it's only when the company knows you are serious about leaving and you give them your resignation letter that they are willing to give you exactly what you want.

60. REALIZE THAT STATED SALARIES BY THE EMPLOYER ARE AN AVERAGE FOR A SPECIFIC POSITION AND ARE NOT BASED ON THE ACTUAL INDIVIDUAL APPLYING.

The salary amount expressed by the employer is based on the actual defined position and not the individual and his/her background, experience, expertise and value. Your job in the negotiation process is to show why you are worth more than "the average" for the defined position.

STEP 7: REALIZE THE DO’S AND DON’T OF NEGOTIATION

The first thing you have to do, whether you are the buyer or the seller, is find out what the other party’s budget is. If you are buying, your offer should be ridiculously low so you have room to go up.

If you are selling, start ridiculously high so you can come down.

– MAX MARKSON –

61.DO NOT ACCEPT AN OFFER ON THE SPOT.

Always tell them you need more time to think about it and consider all your options. However, do express sincere interest in the position so they know you're in the evaluation process.

62.DON’T LET “NO” STOP YOU.

If they say no to your desired salary or raise and you feel you have exhausted your negotiation techniques, it’s now time to move to perks and benefits.

63.DO ASK FOR 15%-20% MORE THAN YOU WANT.

The key to the negotiation is making sure your high number is higher than you want. This will give you room to negotiate and actually get the number you truly desire. You have nothing to lose to start with a high number. The worst case scenario is that you have to go back to the original amount discussed.

64.DON’T TAKE A STARTING SALARY AT A LESSER RATE.

Job offer negotiation is perhaps the most important salary negotiating you will do. Your starting salary can have a huge impact on your future income levels. Starting out at a fair rate means you won’t have to fight for raises to bring you up to a fair salary; raises will truly be the reward of a job well done and an acknowledgment of your increasing value to the company.

65.DON’T TELL THEM WHAT YOUR LAST SALARY WAS.

Your last job has very little to do with the current job you are negotiating for. They are two different positions, for two different companies and with different responsibilities.

GET PAID WHAT YOU’RE WORTH

66.DO BE FLEXIBLE

When going through a salary negotiation you aren't likely to get the exact amount of money you want. You will probably have to compromise. The trick is to figure out how much you are willing to compromise and what you will do if your boss doesn't offer you a salary you find acceptable.

67.DON’T EXPECT AN IMMEDIATE RESPONSE WHEN ASKING FOR A RAISE.

Your boss will most likely not be prepared to respond to your raise request. The discussion will be continued with his or her boss and maybe even Human Resources. This is why the first interaction and how prepared you are is vital to making the best impression and strongest argument.

68.DO ACCEPT THE INITIAL OFFER ONLY AFTER THE NEGOTIATION HAS COMPLETELY FAILED.

If the negotiation failed or you didn’t get the high amount you want, you can always go back to the original offer. You might feel hesitant to negotiate so high because you think the employer will be offended. However, you can always accept the employer’s initial offer.

69.DON’T DISCUSS THE PERSONAL, EMOTIONAL AND NEGOTIABLE (NON-FACTUAL) FACTORS.

When discussing the desired salary amount, don’t make your argument based on personal factors. Such as a difficult family situation, living expenses, paying your mortgage or school loans, number of kids you have, etc. These are all irrelevant. The value you provide to the organization is the only factor that should be discussed.

70.DO ASK FOR A RAISE.

Your manager will most likely never come to you and simply give you a raise. You need to ask for the pay increase.

71.DON’T WAIT FOR YOUR PERFORMANCE REVIEW TO DISCUSS RAISES.

You don’t have to wait for your performance review to discuss raises. You can discuss your performance and desire for a raise at any time. Sometimes it’s better to bring it up when it’s not expected. You’ll surprise them by the conversation and this can be positive for you because the employer will not be prepared and you’ll have such a well thought out plan that it will make complete logical sense to give you the raise.

GET PAID WHAT YOU’RE WORTH

72.DO ELIMINATE EMOTIONAL BASED OR EGO-DRIVEN INFORMATION.

Don’t include emotional based or ego-driven information in your discussion. Emotions can easily be argued, negotiated and disregarded. While fact based information can not. Thus, the fact based argument will prove to your employer you deserve what you are asking for. If you increased sales by a certain amount or reduced employee turnover by a certain percentage, those facts tell the success story more strongly than general comments such as “my staff really responds to my leadership” or “I deserve the raise.”

73.DON’T LET FEAR OF ASKING PREVENT YOU FROM GETTING WHAT YOU WANT.

Has anyone ever asked for a raise and got fired? No. However, it’s human nature to be reluctant to ask for a raise. You are also afraid to ask for more money in a salary negotiation because you think it might affect you from getting hired. You are fearful that you will be deemed too greedy, you will be rejected or turned down, and you might even be seen as rocking the boat. However, you’ll get respected more by asking for what you want. Your boss will fully appreciate and understand your value.

74.DO ASK FOR THE HIGHEST SALARY LEVEL POSSIBLE BECAUSE IT AFFECTS OTHER MONEY- RELATED ASPECTS OF THE POSITION.

Your goal is to achieve the highest level salary possible because your raises, bonuses and benefits package is often a percentage of your base salary. Thus, the higher the salary, the more you’ll receive in raises, bonus and benefits.

75.DON’T LET THESE OBSTACLES GET IN THE WAY OF YOUR NEGOTIATION.

The most common obstacles to effective negotiations are:

- Seeing your worth less than what it actually is and negotiating from this discounted place.
- Not doing enough research so you can state why you deserve a increased amount.
- Being impatient with the process and saying “yes” before you have actually done an effective negotiation.
- Discussing salary before they know your actual worth.

GET PAID WHAT YOU’RE WORTH

76.DO UTILIZE THE NEGOTIATION DISCUSSION TO SHARE HOW GREAT YOU ARE.

Besides using negotiation to get more money, it’s an excellent time to get your employer to see how great you are, especially the things that have gone unnoticed. You want to leave the discussion having gained more respect for you and the value you bring to the company.

STEP 8: NEGOTIATE THE BEST OFFER

Never forget the power of silence, that massively disconcerting pause which goes on and on and may at last induce an opponent to babble and backtrack nervously.

– LANCE MORROW –

77. NEVER BE THE FIRST ONE TO MENTION A SALARY FIGURE.

Whoever mentions a salary figure first generally loses the negotiation because you will end up saying a number lower than you deserve. Let the employer be the first one to propose a salary.

78. KNOW WHAT TO SAY IF SALARY IS DISCUSSED EARLY IN THE CONVERSATION.

If they ask about a salary amount before you are ready, say the following, "I would be happy to discuss salary once I have learned more about the responsibilities and specific duties of the position. Right now, it's too premature." Or you could say, "Until you've decided you definitely want me and I've agreed to work here, I feel any discussion of salary is premature."

79. NEVER TAKE WHAT THEY INITIALLY GIVE YOU.

The first offer or raise amount is only an average (or even below average) number. You know you are worth more than average so don't ever accept the initial number given. This is where the negotiation begins.

80. HESITATE BEFORE RESPONDING TO THE FIRST OFFER.

If you accept the first offer, you've lost yourself several thousand dollars. A brief sigh or an, "I see," often gets the employer to go up to their next offer level, which then becomes the new starting ground. Don't counter offer. Just stay quiet, listen and let them talk.

81. MAKE SURE THAT SALARY IS THE LAST THING DISCUSSED.

That's because you don't know enough about them (as a company) and they don't know enough about you (and your value). Focus on selling yourself and your capabilities. Remember, a good salesman or saleswoman doesn't start by talking price (unless they're a low-cost provider). They focus on the benefits of their product and how it will meet the needs of the customer.

GET PAID WHAT YOU'RE WORTH**82. ACT SURPRISED BY THE INITIAL OFFER.**

Your first response should be a bit surprised because you are expecting more than what they offered, right? Even if it's more than you thought, you can still act surprised. This causes the employer to doubt the amount. Once you receive the amount, your first response can be to tell them you need some time to think it over.

83. KNOW WHAT TO SAY IF YOU ARE ASKED ABOUT YOUR LAST SALARY.

Try to deflect this question as much as possible. However, if you must respond, here are some options.

- “My last job really doesn’t reflect what I will be doing on this job.”
- “The industry is different.”
- “This job has greater responsibilities and a larger work load.”
- “This job is a higher position.”

After you respond, ask the employer, “What is the salary range for this position?”

84. KNOW WHAT TO SAY WHEN INITIATING A SALARY INCREASE CONVERSATION.

You could tell your boss, “I’ve thought a lot about my value to the company. There is a big difference between the value I am providing the company and the amount I am getting paid. I’ve spent some time documenting this and would like to show you why I deserve a raise. What I want you to do (the boss), is just listen to what I have to say and see if I am getting paid fairly based on the new perceived value.” This conversation makes it more of a collaborative and a fair process.

85. ASK FOR A HIGHER SALARY EVEN AFTER YOU ALREADY STATED A DOLLAR AMOUNT.

If you realize you deserve more after you stated your salary objective, you can still go back and negotiate for more money. You will need to justify why you deserve more by stating that you now know the entire job duties/responsibilities of this position and you know the appropriate salaries for this type of position.

86. BE VAGUE ABOUT WHY YOU WANT TO MEET.

If you tell your boss you want to discuss a raise, your boss can simply say “no” and not meet with you at all. Thus, you don’t get the opportunity to sell yourself and why you deserve a raise at this time. So the best approach is to say you want a meeting that it’s personal, and you would like to talk about it in private.

GET PAID WHAT YOU'RE WORTH

87.START WITH YOUR BOSS WHEN DISCUSSING YOUR RAISE.

Don't go over your boss's head when trying to get a raise. You risk alienating him/her from supporting you in the future.

88.KNOW THE RIGHT TIME OF DAY TO ASK FOR A RAISE.

When you finish an important project can be a good time to ask for a raise. So can times when you have accomplished something significant, such as after you saved or made the company a lot of money. Schedule a time during the day that is not very stressful. As you can see, there are many factors that go into determining the right time of day to ask for a raise. Be aware of what's going on in the company and what kind of mood your boss is in before you approach him or her about a raise. By the way, Monday isn't the ideal day to ask for a raise.

89.UNDERSTAND THAT YOUR COMPANY CAN AFFECT YOUR ABILITY TO GET A RAISE.

If your company is having financial struggles, this can be a difficult time to get support for the raise you feel you deserve. So have the raise discussion when you can leverage some positive news that the company has experienced.

90.CONSIDER YOUR BOSS'S MOOD – IT CAN AFFECT YOUR CHANCE OF A RAISE.

Don't ask for a raise when your boss is stressed or overwhelmed. For example, it wouldn't be a good idea to have the discussion when he or she is planning the budget for next year and is concerned about what is financially available. The right time of day to ask for a raise is when your boss is in a good mood, not stressed and is appreciative of your work.

91.DEMONSTRATE WHY YOU DESERVE A RAISE BASED ON HOW YOUR JOB HAS CHANGED.

If you have taken on more responsibilities, exceeded expectations and are doing tasks and projects that weren't part of your original job description, this is evidence why you deserve a raise. Basically, you are doing more than what was originally agreed upon.

92.SEEK MORE THAN JUST A RAISE.

Whether or not you get your desired raise, you can still ask for additional perks or benefits. Consider asking for a bonus based on your performance, a promotion, a title change or an increased grade level.

GET PAID WHAT YOU'RE WORTH

93.DISCUSS BENEFITS, PERKS AND OTHER CONCESSIONS.

If the employer isn't willing to negotiate a higher salary or raise, this is the time to discuss other perks and benefits. Some things (e.g. vacation days or tuition reimbursement) are more important for the employee, than the employer. Thus, there can be more room for negotiation.

94.MAKE CONCESSIONS THROUGH YOUR PERKS AND BENEFITS.

When you concede something of value, make sure you get something in return. This makes the negotiation more of a win/win. A lot of your listed perks and benefits can be part of the concessions you make and receive. Identify the concession that has the most interest for you, but costs the employer very little. These are good negotiating points.

95.SHARE THE SALARY RESEARCH INFORMATION IF PROPOSED RAISE IS TOO LOW.

If you feel that the salary being offered or the raise amount is too low, one effective technique is to discuss the salary research information. This isn't the best approach because it's not as strong of an argument as the fact-based information based on your actual experience and impact.

96.BE RESPECTFUL DURING THE NEGOTIATION.

Watch out for the tendency to be over confident or emotional. Make sure your attitude and tone are respectful. Nevertheless, be strong, professional and firm in your negotiation.

97.DON'T LET THE NEGOTIATION BECOME NEGATIVE.

Keep the negotiation positive so it can result in a win/win. You will be working with these people so keep it as respectful and professional as possible.

98.IF POSSIBLE, TRY TO HAVE ANOTHER JOB OFFER SO YOU CAN NEGOTIATE FROM A PLACE OF STRENGTH.

When you can tell the employer you have another offer, you will force them to provide the best salary package to get you to choose them.

99.EXPRESS YOUR CONCERNS WHEN THE FINAL SALARY AMOUNT IS OFFERED.

Before taking the 24 to 48 hours to think about the amount, act surprised by the offer and express your concerns about the amount. This will give the employer time to reconsider the amount and be more inclined to increase it when you come back with your decision.

STEP 9: CONSIDER THESE THINGS BEFORE ACCEPTING AN OFFER

*The single most powerful tool for winning a negotiation is
the ability to get up and walk away from the table without a deal.*

– ANONYMOUS –

100. TAKE 24 TO 48 HOURS TO THINK ABOUT THE NEGOTIATED AMOUNT.

This time is beneficial for you. You get to evaluate the offer in a calm and clear state. You might come up with reasons why you deserve an increased amount. The employer might get concerned that you don't like the salary offer which is why you needed the extra time. Thus, the employer might be inclined to make a higher counter-offer.

101. THINGS TO CONSIDER BEFORE ACCEPTING A JOB.

Once you have been offered the job, here are the key things to consider before accepting the position.

- **Compensation:** review the list of compensation, benefits, perks and concessions in Step 5.
- **Title:** What will be your title for this job? Is it appropriate for the responsibility you will be assuming?
- **Travel:** Will there be travel in the job? How much and how often?
- **Commute:** How long will your commute be? What will the associated costs be?
- **Maternity leave:** What are the rules and policy regarding maternity leave for females and males.

102. KNOW THE RETIREMENT PLAN POLICIES.

Does a retirement plan exist in the company? How does the retirement plan work? What are the contribution policies? Do they have restrictions on when you can withdraw the funds?

GET PAID WHAT YOU'RE WORTH

103. NEGOTIATE YOUR SICK AND/OR PERSONAL DAYS. HOW MANY DAYS ARE YOU GIVEN?

Negotiate for more than what is offered. Can you turn your sick or personal days into cash if they aren't used?

104. BE CLEAR ABOUT THE NUMBER OF HOURS YOU'LL BE EXPECTED TO WORK.

What are the typical hours of work for this job? Is overtime routine or extremely rare? Do you work late at night and into the weekends? Is flextime a possibility? Are you able to telecommute? Are the hours rigid or flexible?

105. NEGOTIATE YOUR VACATION TIME.

How many vacation days are allowed? Try to negotiate a higher number than what is typical. Are there any limits to when you can take your vacation time? Can you turn your vacation days into cash if they are unused?

106. MAKE SURE THE COMPANY PROVIDES GROWTH OPPORTUNITIES.

Is training encouraged and reimbursed? How often will you get performance reviews? What promotion opportunities are available to you?

107. EVALUATE THE ACTUAL JOB.

What is the type of environment you will be working in? Who will you be working with? What responsibilities will you have and what are the expectations? What are the daily duties of the job? What kind of stress is involved in this type of position? What type of support and mentoring is provided?

108. EVALUATE THE COMPANY.

What is the culture like? How large is the company and your particular work group? What are the company values and how well do they adhere to them? Does the company seem financially stable? What is the work environment like and does it fit your personality and career goals?

109. CONSIDER THE PEOPLE YOU WILL BE WORKING WITH.

Do you like the people you will be working with? What are the working dynamics with your peers? Are they people you can learn from?

110. MAKE SURE YOU CAN WORK WITH YOUR BOSS.

Who will you report to and how well does this person's management style fit with yours? Do you feel comfortable working with this boss? How do others in the company feel about this person?

GET PAID WHAT YOU'RE WORTH

111. GET TO KNOW YOUR SUBORDINATES.

What are the people working for you like? What are their strengths and which areas need improvement? Do you see potential in them?

112. LEARN MORE ABOUT TOP MANAGEMENT.

Are they hands-on or do they keep to themselves? Are they respected by the employees of the organization and others in the industry?

113. ESTABLISH AN AGREED-UPON START DATE.

Choose a start date that allows you to provide at least two weeks notice to your current employer. If you need more time, negotiate a start date that provides you a window of down time before accepting the next job.

STEP 10: DON'T FORGET TO FOLLOW-UP

You must be fully prepared to lose a great deal in order to make a great deal.

– ANONYMOUS –

114. GET EVERYTHING IN A WRITTEN OFFER LETTER.

Get the offer of agreement in writing. Whether it's drafted at the time of agreement or mailed later, don't begin the first day of work without it.

115. MAKE SURE YOU FOLLOW-UP AFTER YOU HAVE DECIDED ON THE AMOUNT OF YOUR RAISE.

Make sure that what was agreed upon actually happens. Follow-up with your boss and make sure the raise gets implemented. Remember, you're the one who gets the raise, not your boss. So, he or she might not be as invested or motivated in the outcome.

116. OFFER THE EMPLOYER SOMETHING IN RETURN FOR THE RAISE SO IT'S SEEN AS A FAIR EXCHANGE.

Too often you will want a raise based on what you feel you deserve at the time of the negotiation. However, make sure you communicate to your employer what you will do that will justify the raise. Such things as taking on more responsibility and achieving more than what is expected.

117. JUSTIFY YOUR RAISE BY INCREASING YOUR RESPONSIBILITY.

If your boss isn't open to giving you a pay raise, ask him/her what responsibilities you can add to your position to warrant the raise. Maybe, you assume some of the work your boss is doing or take on extra more valued work.

118. REVIEW AND EVALUATE YOUR NEGOTIATION PERFORMANCE.

Take notes and evaluate how well you handled the negotiation. What went right? What went wrong? What you learned? What you'd do differently? That way, you'll be better prepared for future negotiations.

GET PAID WHAT YOU'RE WORTH

119. GET A COMMITMENT TO REVIEW YOUR CASE FOR A RAISE WITHIN 3-6 MONTHS.

If your boss isn't able to give you a raise, don't give up. Get him or her to commit to review your case again in 3-6 months. If possible, set a mutually agreed upon date and write it in your calendar. Then continue to perform above and beyond what is asked so you'll have even more bargaining power when the time period has elapsed.

120. PREPARE FOR THE NEW NEGOTIATION IN THREE MONTHS.

Make sure you come up with a specific game plan with your boss so you can improve your position and increase your chances with the next negotiation. You can ask your boss, "What can I do between now and the next three months so I can get what I deserve."

How to Be a Great Boss

SAMPLE NEGOTIATION LETTERS

SAMPLE SALARY NEGOTIATION LETTER

*Imaginative, sanguine men will never recognize that in negotiations
the most dangerous moment of all is
when everything is moving according to their wishes.*

– HONORE DE BALZAC –

Dear Mr. Johnson,

Thank you for the employment offer. I look forward to reaching an agreement and working in your company. I will immediately contribute to the success of [the company] and the [specific department] department.

There are a few areas in your offer I want to discuss.

Base salary of \$85,000 per year.

The base salary is below what I expected based on my years of experience, industry knowledge and expertise I believe a base salary of \$103,000 would be more appropriate and fair. I determined this amount by researching comparable salaries for someone with my level of education and experience. .

Vacation time of two weeks per year.

I would like to have four weeks vacation time, which is comparable to the vacation time provided to current staff members who also have eight years of professional experience.

Health insurance.

Your offer is for me to pay 25% of my health insurance. I would prefer to pay only 10%. The percentage you suggested would take too much out of my current salary and thus I feel the 10% amount is fairer.

I look forward to discussing this counter-offer with you and would be happy to answer any questions or provide additional information. I hope we come to a mutually agreeable compromise because I truly am excited about this opportunity and look forward to contributing to your organization's success.

Sincerely,

Joel Garfinkle

How to Be a Great Boss

SAMPLE REJECTION OFFER LETTER

It's a well-known proposition that you know who's going to win a negotiation: it's he who pauses the longest.

– ROBERT HOLMES A COURT –

Dear Mr. Johnson,

Thank you for the employment offer. I have been extremely impressed by your company, the people and the culture. Unfortunately, I am unable to accept.

As I mentioned to you during the interview process, I've been exploring a number of employment opportunities. I believe I've found another that better matches my skills, personal circumstances and career aspirations.

Needless to say, it was a difficult decision for me because you and your company also had so much to offer.

I appreciate the time that you spent with me and enjoyed meeting everyone in the organization. Hopefully our paths will cross again in the future.

Sincerely,

Joel Garfinkle

How to Be a Great Boss

JOEL GARFINKLE – BIOGRAPHY



RECOGNIZED AS ONE OF THE BEST: Acknowledged as one of the top 50 executive coaches in U.S. Global Gurus named Joel #14 on its list of top 30 global coaching experts.

MASTER CERTIFIED COACH: Only 2% of the 30,000 coaches worldwide achieve this distinction – the highest accreditation in the profession of coaching from the International Coach Federation.

CLIENT LIST: Google, Amazon, Starbucks, Procter & Gamble, Bank of America, Microsoft, Oracle, Deloitte, The Ritz-Carlton & many more.

AUTHOR: Written 7 books and over 300+ articles on leadership.

YEARS OF EXPERIENCE: 19 years of executive coaching and speaking experience.

PROFESSIONAL SPEAKER

Joel is a sought-after keynote speaker and corporate trainer who is regularly called upon to address conferences across the country and around the world. He has delivered more than 1000 workshops, speeches and keynote addresses to groups such as the Commonwealth Club of California, the Pennsylvania Chamber of Commerce, the Kentucky Society of Human Resource Management, Wells Fargo Bank, Haas School of Business, Financial Women's Association, the University of California Berkeley, Marriott Hotels, Gap Inc., Cisco Systems, Eli Lilly, Autodesk, Charles Schwab, Bank of America, Accenture, Sapient Corporation, Pacific Gas and Electric Company, Kohl's and The Ritz-Carlton Hotels.

AUTHOR

Joel has written seven books that are read in 25 countries. He also has contributed to the book *The Art and Practice of Leadership Coaching* (John Wiley and Sons), *Leader to Leader* – the award-winning quarterly journal launched by the Peter F. Drucker Foundation and *PHR/SPHR Professional in Human Resources Certification Exam Guide*. His seven books are:

- **Executive Presence:** 4 Ways to Convey Confidence and Command Respect as a Leader.
- **How to be a Great Boss:** *Learn the 7 Traits of Great Bosses*
- **Difficult Conversations:** *Practical Tactics for Crucial Communication*
- **Getting Ahead:** 3 Steps to Take Your Career to the Next Level
- **Time Management Mastery:** *Stress-Free Productivity in the 7 Key Areas of Life*
- **Love Your Work:** *Make the Job You Have the One You've Always Wanted*
- **Get Paid What You're Worth:** *How to Negotiate a Raise or Higher Starting Salary*

EXECUTIVE COACH

Joel Garfinkle serves companies throughout the United States and in countries around the world. Here is a partial list of clients who have benefited from his coaching knowledge:

- | | | | |
|-------------|-----------------|----------------------|--------------------------|
| • Google | • IBM | • Procter & Gamble | • Wells Fargo Bank |
| • Starbucks | • Microsoft | • Charles Schwab | • Genentech |
| • Deloitte | • Oracle | • Cisco Systems | • Levi Strauss & Company |
| • Amazon | • NBC Universal | • Visa International | • PricewaterhouseCooper |

How to Be a Great Boss

SPEAKING TESTIMONIALS

"Thanks again for the outstanding training. Your insight and expertise regarding the leadership values of perception and influence is outstanding. We received a great deal of positive feedback."

ORACLE – Chris Grim, Group Vice-President – Enterprise Performance Management

"You stole the show! Registrants told us that they thoroughly enjoyed the program. In fact, one woman said, 'I learned more in the 1st 15 min of Joel's presentation than I do at many conferences.'"

PENNSYLVANIA CHAMBER OF BUSINESS & INDUSTRY – Susan Smith, Dir. of Customer Learning

"Your enthusiasm, style and heart enabled the team to open up and really listen to the message. We hope to be able to bring you back every year to help us keep on track."

CISCO SYSTEMS, INC. – Kathy Weiner, Enterprise Marketing, Sr. Manager Strategic Alliances

"Over 96% of my employees said they would enjoy hearing him speak again!"

GENSLER – Karen Habegger, Human Resources Manager

"I thought your 'Unlock Gifts at Work' presentation was right on target for what we needed. I recommend that any organization needing to get the most out of its people use Joel Garfinkle."

WELLS FARGO BANK – Jim Keene, Regional Manager

"Joel is a phenomenal speaker and instructor who's able to capture the audience's attention while engaging each person on an individual basis. I highly recommend him as an instructor."

UCLA EXTENSION – Jeanna Trammell, Technical Management Program Manager

EXECUTIVE COACHING TESTIMONIALS

"His feedback and encouragement were instrumental in my quest to find the better leader in me. Joel should be a member of every executive's personal board of advisors!"

BROTHER INTERNATIONAL CORPORATION – Henry J. Sacco, Jr., VP and Chief Legal Officer

"As CEO of a media holding company that manages assets of US\$34 billion, Joel's executive coaching had a significant impact on developing the strategic capabilities of my 12 direct reports. They improved both their direction setting and their execution. I learned to guide my leadership team so that we created a mind-set of urgency, ownership and accountability."

IPG MEDIABRANDS BENELUX – Diederik Breijer, Chief Executive Officer

"Joel Garfinkle is one of the most effective and innovative executive coaches I've worked with. Thanks to his guidance, I was able to push my limits and discover my true potential as a senior leader."

ORACLE – Amalia Sterescu – VP Oracle Customer Services

"What makes Joel an outstanding coach is his ability to get you to really think about your goals, identify what you need to change and help you execute on the changes."

NBC UNIVERSAL – Priya Swamy, Vice-President

"Joel's coaching delivered immediate results that impacted my company's bottom line. I increased my ability to direct and lead people which has amplified my influence."

CISCO SYSTEMS – Andrew Peters, Manager, Enterprise Marketing

"Because of Joel's coaching, my team has learned to have more respect for me as a leader."

ELI LILLY AND COMPANY – Eric A. Eilers, Director of Regional Managed Markets

How to Be a Great Boss

FREE RESOURCES FOR YOU

Joel's Library of 2-Minute Videos

Joel provides 2-minute video clips that show him in action as a motivational speaker, providing valuable workplace insights to his audience.

→ **Subscribe to Joel's YouTube channel:**

<https://www.youtube.com/user/joelgarfinkle/>

FREE Articles

Free articles that provide practical, "how-to" information and insights to help you become an effective leader and boost your career success. These articles cover a variety of topics, including executive leadership, workplace issues and career advancement.

→ <https://garfinkleexecutivecoaching.com/executive-coaching-articles>

→ <https://joelinspirationalspeaker.com/articles/>

Sign-up for Free Newsletter and Blog

Fulfillment@Work Email Newsletter

This weekly report provides a one minute read full of best practice articles, famous leader's profiles and inspiring videos. Join a worldwide community of over 10,000 people.

→ **Sign up at** <https://garfinkleexecutivecoaching.com/fulfillment-at-work-newsletter/>

Career Advancement Blog

Joel's bi-monthly blog provides articles with action steps on common workplace issues.

→ **Sign up at** <https://careeradvancementblog.com/>

Let's Connect – Twitter / Facebook / LinkedIn



<https://twitter.com/joelgarfinkle>



<https://www.facebook.com/garfinkleexecutivecoaching>



<https://www.linkedin.com/in/joelgarfinklew>

How to Be a Great Boss

EXECUTIVE COACHING AND SPEAKING SERVICES

Executive Coaching Services <https://garfinkleexecutivecoaching.com/>

Joel has 20 years of first-hand experience working with thousands of executives, senior managers, directors and employees at the world's leading companies.

- Executive presence coaching: Learn how to convey confidence as a business leader, be respected as an authority, and have a professional magnetism that influences others.
- Career advancement coaching: Learn how to take your career to the next level based on his book *Getting Ahead*.
- Lead through influence: Learn how to become an influential leader by adopting the five key traits all influential people have: (1) Solid reputation, (2) Enhanced skill-set, (3) Executive presence, (4) Superior likeability and (5) Power to persuade.

Speaking Services <https://joelinspirationalspeaker.com/>

Joel Garfinkle is sought-after keynote speaker, corporate trainer and online webinar facilitator. Book Joel to energize and educate your keynotes, meetings, conventions, and seminars with his compelling and inspirational speaking style.

- | | |
|--|--|
| 1. EXECUTIVE PRESENCE: 4 Ways to Convey Confidence and Command Respect as a Leader | 5. POWER OF PERCEPTION: Reputations Are Built on Perception |
| 2. CAREER ADVANCEMENT: Release Untapped Potential of Your Underutilized Leaders | 6. MAKING TIME FOR THE WORK THAT MATTERS: Learn How to Prioritize Your Work for Maximum Impact |
| 3. THE INVISIBLE LEADERS: How to Find Them and Help Them Shine | 7. UNPLUG, DISENGAGE AND DISCONNECT: How to Create Balance in Your Work & Your Life |
| 4. DEVELOPING INFLUENTIAL LEADERS: 5 Traits That Create High-Impact leadership | 8. STOP AVOIDING DIFFICULT CONVERSATIONS: Practical Tactics for Crucial Communication |