Melissa Anzman, MBA, CC
Launch Your Job

• Worked with over 300 individuals and teams
• Over 14 years as a leader in global Human Resources and Communications before launching my own career consulting business
• Worked at companies from start-ups to Fortune 500 companies

Featured In:

Author of:
What We’re Going to Cover

• The Importance of Negotiating Every Offer
• Your Numbers
• When the Negotiation Starts
• Barriers to Negotiation and How to Overcome Them
• The Negotiation
  • What’s negotiable
  • How to negotiate
  • Overcoming objections
• Accepting an Offer
The Importance of Negotiating Every Offer
Why You Should Negotiate

The Importance of Negotiation

- Your number that you walk into a company at, will be the number your future earning potential is based on
- It increases your long-term earning potential
- Hiring managers are expecting some degree of back and forth
- Don’t leave opportunities on the table
- Sets a precedent as a high-performer
Your Numbers
Know What You Want & Need

Negotiation starts well before you get an offer. The first step is knowing your own numbers – this will guide the entire interview process.

Bottom of your range, but your true minimum

Low-End
Know What You Want & Need

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- **Bottom of your range, but your true minimum**
- **Sweet Spot**
- **Low-End**

Your ideal sweet spot/earning point
Know What You Want & Need

Negotiation starts well before you get an offer. The first step is knowing your own numbers – this will guide the entire interview process.

- **High-End**: Your ideal sweet spot/earning point
- **Sweet Spot**: Bottom of your range, but your true minimum
- **Low-End**:
Figuring Out Your Number

1. Do your research
   - Talk to relevant contacts/managers
   - Visit Glassdoor.com and Payscale.com to review the salary range for your role
     - You’ll often find a $50k+ range, so narrow it down based on your experience and location

Payscale
Marketing Manager,
Atlanta, GA
Figuring Out Your Number

2. Your previous/current salary isn’t as important as the market rates
   
   • It must be **reasonable and justifiable** – not what you were previously making or what you think you “deserve”
Figuring Out Your Number

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   • It must be **reasonable and justifiable** – not what you were previously making or what you think you “deserve”

3. Recommend deciding on a minimum of $10k range, maximum $20k range, for all roles you apply for
   • Note: I recommend using your total compensation for your number, especially if you are outside of the “typical” range – this provides the company some flexibility, but still know what that would compute to for your base salary number.
When the Negotiation Starts
At the Very Beginning...

• Negotiation starts when you complete your online application and is reinforced during your first phone interview conversation!

• This is critical to know – your job offer negotiation starts well before you get a verbal offer.

*And note: if you are not required to put a salary number in, skip it!
Some Examples...

Dan:

• On his online application, he entered his desired salary as $50k.
• He never discussed salary again until he got his offer of $50k.
• Can he negotiate this?
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Mike:
• During his phone interview, he told the recruiter that he made $90k in his last role
• His offer came in at $90k.
• Can he negotiate this?
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Mike:
• During his phone interview, he told the recruiter that he made $90k in his last role
• His offer came in at $90k.
• Can he negotiate this?

Sarah:
• During her phone interview, she told the recruiter she made $90k in her previous role... even though she was taking a step back in her career.
• Did she get an offer?
Key Takeaway:

The longer you are able to hold off on having a discussion about salary, the more perceived leverage you have to negotiate at the offer stage!

Let them get to know you and your capabilities before they get set on a number.
Expert Tips:

Online Applications

• Only provide a salary number if it is required. Then provide your sweet spot (desired comp).
• Leave it blank if not required
• Do NOT lie/exaggerate about your previous salary
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**Phone Interviews Scripts:**
- “I am really interested in learning more about this role and if it would be a good fit for both of us, before we start discussing salary.”
- “Unfortunately my previous salary information is still company confidential. But what I can share is that for this role, I’d like to make between x and y.”
- “I totally understand, but I’m just not comfortable discussing salary until we’ve defined the roles and responsibilities of the position.”
Barriers to Negotiation and How to Overcome Them
Why Don’t We Negotiate?

It’s scary!

It can be, but that’s why you are going to practice a lot before going into the negotiation. You will also be armed with scripts, justifiable research and best practices now!
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Negotiation is a skill that everyone can learn. It may never be “comfortable,” but you have proven tactics now guiding you.
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I don’t want to give the wrong impression

Coming across as pushy or greedy is a common concern. But shouldn’t you be paid what you are worth + the market value + your competence in the role? If you approach the negotiation from this perspective, it will be great!
The Negotiation
What’s Negotiable

Everything! Here are some places to start:

• Salary
• Vacation time
• Delayed start date
• Sign-on bonus
• Stock options
• Benefit options
• Performance bonus
• Shorter review/merit review cycle
How to Negotiate

Leverage is key:

• Do they want someone *today* or someday?
• Have you been able to hold-off on the salary conversation?
• Do you have competing offers?
• What’s unique about your background/experience that no one else has?
The Offer Comes in... (usually by phone)

- You now have control, so slow down the process – don’t feel panicked to accept right away
- Try not to respond with “sounds great”
- Take a pause
- You already know what your response will be, because you know your numbers!

**Low-end:**
[Thank you] + [excitement] + [pretty far apart]. [Justification from research] → stop talking!
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**Sweet-spot:**
[Thank you] + [excitement] + [same ballpark but let’s talk about it]. [Justification from research]

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**High-end:**
[Thank you] + [show excitement in the role/fit]. I’d like some time to think the offer over, if that works? When should I get back to you by?

**Sweet-spot:**
[Thank you] + [excitement] + [same ballpark but let’s talk about it]. [Justification from research]

**Low-end:**
[Thank you] + [excitement] + [pretty far apart]. [Justification from research] → stop talking!
Handling Their Objections

- Agree
- Reframe
- Justify
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<td>&quot;We have a standard process for determining who makes what, and this is the number we came up with.”</td>
<td>“Of course. A standard process definitely makes sense as a starting point. Yet, I think I’ve demonstrated that what I bring to the table goes above and beyond the standard candidate – for example, we discussed X, Y and Z. So I’d like to discuss a range of compensation that reflects that difference.”</td>
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Questions?

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