

# Negotiating with Confidence

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Hurdles

Principles

Preparation

Communication

Techniques

# Hurdles

# Why don't people negotiate?

## Feelings about negotiating



# Hurdles to negotiation

**49% of all US Workers accept the first offer.<sup>1</sup>**

**43% of US Workers surveyed asked for a raise in 2014<sup>2</sup>.**

- Anxiety
- Put too low a price on skills / experience
- Unprepared
- Avoidance of confrontational conversations
- Afraid of appearing greedy
- Afraid of losing the offer

1. *2013 Survey by CareerBuilder, Article Links [HERE](#) and [HERE](#).*

2. *[2014 Survey by PayScale.](#)*

**75% of workers who asked  
for a raise in their current  
field were successful.**

2015 Study by PayScale

# Hurdles to negotiation

## Gender Differences:

*50% of men negotiation, compared to 12.5% of women*

- In surveys, 2.5 times more women than men say they feel a “great deal of apprehension” about negotiating<sup>2</sup>.
- Women are more pessimistic about how much is available when they do negotiate and so they typically ask for and get less when they do negotiate – on average, 30% less than men<sup>2</sup>.
- When asked to pick metaphors for the process of negotiating, men picked “winning a ballgame” while women picked “going to the dentist<sup>2</sup>.”

1. *“Why Women Don’t Negotiate Their Job Offers”* article, HRB, 2014.

2. *Women Don’t Ask*

# Principles



# Principles of negotiation

## **It is not a confrontation, but a collaboration**

- Negotiating affects relationships and reputations
- The conversation is about information gathering and problem solving
- Both sides needs to feel invested, like they've "won"
- You can always make a bigger frame

**Do not underestimate the  
power of likability + logic.**

# Principles of negotiation

## **You have power in negotiation**

- They think you are talented and a good fit.

## **They might be uncomfortable too**

- When was the last time they had this kind of conversation?
- They may be afraid of what you might ask.

## **Your preparation and creativity set the tone**

# **Negotiation is expected.**

Unless the company clearly states otherwise.

**You don't have to negotiate.**

But you do have to ask a few questions.

# Preparation

# Understand your value

## Do general research on industry rates:

- Glassdoor.com, Salary.com, Payscale.com
- Startup Salaries: [Angel.co/salaries](https://angel.co/salaries), [Weathfront](https://www.weathfront.com)
- [I School Career Reports](https://www.ishool.com/career-reports)

## Talk to your network

- Ask others “what salaries do people typically make at X? or in Y positions?”

# Understand needs/wants

**Take time to understand the needs and wants of each party, including:**

- What makes you/them excited about the possibility of you working for the organization?
- What do you need out of the offer? What are deal-breakers?
- What do they need out of a candidate? What are their deal-breakers?
- What options do you/they have besides you joining the organization?



# Research

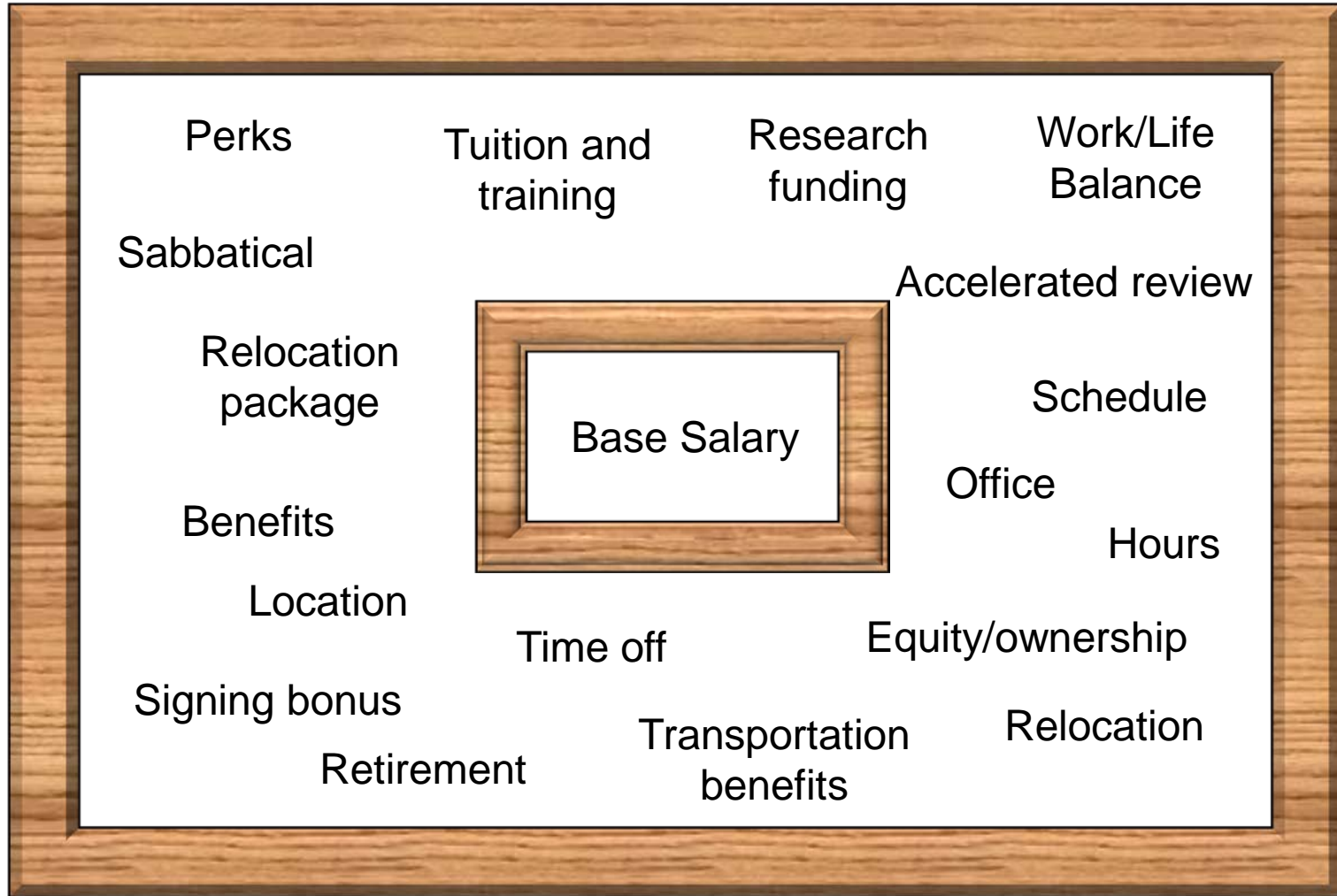
## Research organizational culture, policies, norms, etc.

- What salary range should you expect?
- What is the review cycle? What are the opportunities for career advancement?
- Where does your position fall in terms of org structure? How does it align with positions outside the company?
- ***What is negotiable? Take time to understand their constraints.***

## Research organizational culture, policies, norms, etc.

- If bonus / stock is involved, what are the timelines?

# Understand the complete frame



# Set aspiration & resistance pts

## What is your aspiration point?

- Considering entire package, what are your ideal scenarios?

## What is your resistance point?

- In what scenarios would you be willing to walk away?

**Should you strive to have  
another offer in hand before  
negotiating?**

# Communication

# Methods of communication

**Always discuss in person or via phone.**

**Pay attention to tone, body language, etc.**

- Consider practicing mirroring to establish rapport.

**If meeting in person, try not to sit on opposite side.**

**Ask open-ended questions**

- NO: “Is there flexibility in the base compensation?”
- YES: “What is the flexibility in the base compensation?”

**Be solution-oriented and positive**

# Show interest and be positive.

People don't want to expend political or social capital to get approval if they suspect you may say "No, thanks."

# Receiving an offer

**Accept the offer graciously- be positive!**

**Ask for the offer in writing so that you can review.**

**Set at time in the future to touch base.**

**What if the offer is much lower than you expected?**

- It is ok to let them know that you are disappointed.
- Also a great idea to ask questions so that you can understand their position.



**Be prompt in making your  
decisions and scheduling  
time to negotiate.**

# Techniques

# The basics

**Wait until you have a written offer to negotiate.**

**Negotiate in person when you have a choice.**

**Remember, silence is your friend.**

**Questions are a great tool!**

**Try not to state the first number.**

- Can “cap” salary negotiations.
- May anchor the negotiation in the wrong direction.

# Be thoughtful in what you ask for.

Companies are unlikely to accept an ask for a 20%+ increase.

# What are your salary expectations?

## Delay

- “I would love to learn more about the position...”
- “Before stating a salary range, it would be very helpful to know more about the responsibilities so I can get a sense of what you need and then do a bit more research.”

## Inquiry

- “What is the range you were thinking for this position?”

## Market Rate or Range

- “I’m very interested in the opportunity and would consider anything that fits the industry standard.”
- “Based on my research, I believe an appropriate range is....”

# Examples:

I was very excited to receive your offer and am looking forward to joining the team. I was expecting a bit more in the base compensation, based on my experience and the industry standard. What flexibility is there for this?

- Excitement, enthusiasm
- Let them know your expectations
- Open-ended question

# Example:

I understand where you are coming from, and I just want to reiterate that I do think I add high value to the team and that this would be a great fit. I think my skills are more in the range of X to Y.

- Express understanding
- Let them know your expectations
- Allow for silence

# Example:

I appreciate the offer, but in my research I found that a base salary for someone with my background and skills would be a bit higher. I was thinking something like [specific number].

- Express appreciation
- Let them know your expectations / research
- Propose a specific number, and then allow for silence



# Example:

I understand if the base compensation is a bit fixed; what possibilities exist in the rest of the package?

- Express understanding
- Open-ended question

**Watch to be sure you do not  
become apologetic.**

# What do you do when:

## **They won't budge?**

- Ask questions to understand their position.
- After the conversation goes “back and forth” a few times, you need to accept that it may be non-negotiable or run the risk of harming the relationship.

## **They ask, “what were you thinking?”**

- Try to present a range.
- “I am really most interested in finding a job that is the right fit. I'm sure whatever salary you are paying is consistent with industry rates.”

## **They ask if you have other offers.**

- Do not lie! Tell them about (potential) offers.

# What do you do when:

## **They ask what I was making in my previous position?**

- If the previous position was different from the current one you are applying, let them know how it is different and why the salary should be different as well.
- Let them know that you have/are gaining new skills which add considerable value that you will bring to the new role, so the previous salary is not really applicable in this case.

## **I have multiple things to negotiate?**

- Negotiate the entire package, but be clear of the relative importance of each item.

# Sample techniques/methods:

**Negotiation Sandwich:** Positive + ASK + Positive

**Information Sharing:** Law of reciprocity

**Acknowledging both sides**

**Persuasive Logic**

- Equity-based fairness
- Equality-based fairness
- Needs-based fairness

**Be careful of using  
persuasive logic as  
qualifiers.**

**Your goal should not be  
about getting the most  
money possible.**

**Successful salary  
negotiation is about both  
parties feeling they have  
done the best deal.**



# Resources

- [I School Negotiation Worksheet](#)
- [15 Rules for Negotiating a Job Offer](#)
- [Why Women Don't Negotiate Their Job Offers](#)
- [How to Negotiate Salary: 37 Tips you need to know](#)
- [The Exact Words to Use When Negotiating Salary](#)
- [How to Negotiate Your Next Salary](#)
- [Half of U.S. Workers Don't Negotiate Job Offers, Survey Finds](#)
- [The Essentials of Job Negotiations: Proven strategies for getting what you want](#)
- [Asking for a Raise Actually Works Most of the Time](#)
- [PayScale's Salary Negotiation Guide](#)

# Questions?

## Thank you!