

Negotiating & Evaluating Job Offers

Laurie Haskell-Woerner
Senior MIDS Career Advisor

Amanda Cheung
MIDS Career Advisor



Agenda

- 1 Negotiation Hurdles
- 2 Benefits to Negotiation
- 3 Components of a job offer
- 4 Principles of Negotiation
- 5 Preparing to Negotiate
- 6 Receiving & Evaluating Offers
- 7 Communication Tips, Techniques & Scripts
- 8 MIDS Salary Data



Negotiation Hurdles



Did you know?

40%

Jobseekers do not negotiate job offers

Source: [Glassdoor](#)

Why don't people negotiate?

- Fear of rejection or losing the offer
- Lack of negotiation skills
- Discomfort with negotiation
- Lack of self-confidence
- Don't want to appear greedy

Employers say...

9/10

*Employers are open
to negotiating salary*

Source: [salary.com](https://www.salary.com)

Benefits to Negotiation



Negotiation is a life &
business skill!

Beyond a compensation offer, negotiation allows you to...

- Get clear on your priorities and vision
- Set boundaries
- Build a reputation of respect
- Get promoted (and better paid)
- Make a ripple effect on others who may be encouraged to negotiate

Components of a Job Offer



Wages

- Base salary
- Signing bonus
- Annual/
Performance bonus
- Raises

Benefits

- Stock/equity
- 401(k)
- Insurance
- Paid time off
- Commuter
reimbursement
- Tuition
reimbursement

Perks

- Gym memberships
- Training/
conferences
- Flexible schedule
- Remote/hybrid work
- Free meals, snacks, &
drinks
- Tech gadgets
- Lounge/nap room
- Discount programs

Principles of Negotiation



**There's always wiggle room
in any negotiation.**




Relationships
&
Reputations



Win - Win

A negotiation is a collaboration...not a confrontation



Info gathering
&
Problem
solving

YOU
set the
tone

Be
prepared

Be personable, professional, and logical

YOU
have
power

Negotiation is expected, with some exceptions...

(unless clearly stated otherwise)

Government jobs

Fellowships
Some internships

Some companies
just don't negotiate!

Do not apologize.

Do not apologize.

Do not apologize.

How did you determine the salary?

Where does the salary fall within the range for the role company-wide?

You do not have to negotiate...

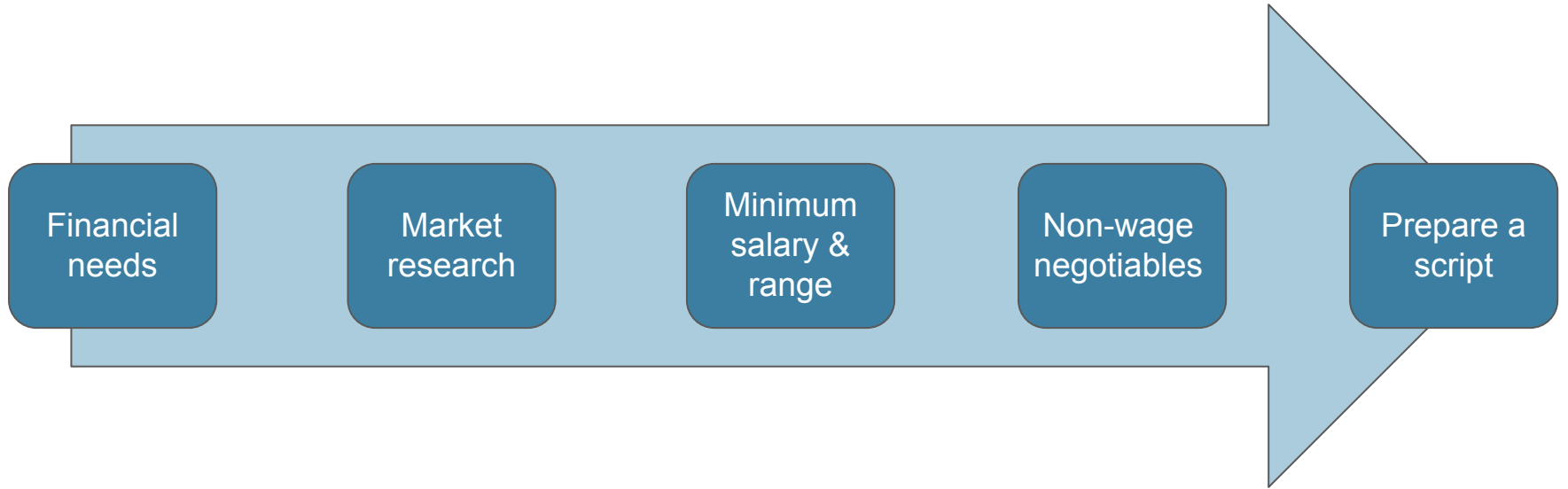
(but you should still ask a few questions)

How is performance evaluated & rewarded?

What are the opportunities for advancement?

Preparing to Negotiate





Financial
needs

Market
research

Minimum
salary &
range

Non-wage
negotiables

Prepare a
script

Financial Needs

- Rent/mortgage
- Food/utilities
- Relocation costs
- Lifestyle
- Savings
- Debt
- Financial goals
- Inflation


Market Research

- [Glassdoor](#)
- [Levels.fyi](#)
- [Indeed.com/career/salaries](#)
- [Comprehensive.io](#)
- [Comparably](#)
- Industry surveys
- I School Career Outcomes data
- Network

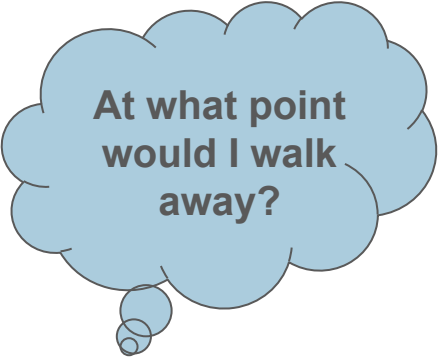
Non-wage Negotiables

- Flex schedule
- Time off
- Remote/Hybrid
- Training
- Conferences
- Tuition reimbursement
- Professional association memberships

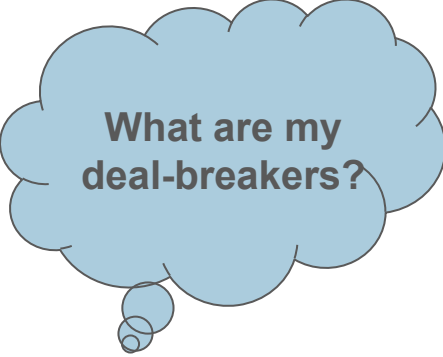
Ask yourself...

A light blue thought bubble with a black outline and three smaller circles leading to it from the bottom left.

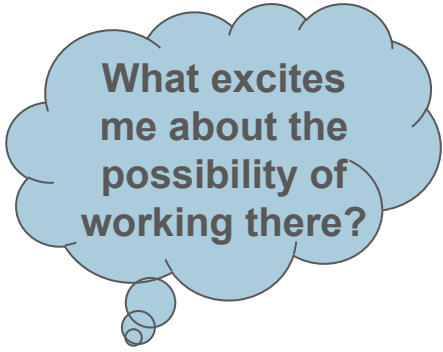
What do I need out of the offer?

A light blue thought bubble with a black outline and three smaller circles leading to it from the bottom left.


At what point would I walk away?

A light blue thought bubble with a black outline and three smaller circles leading to it from the bottom left.

What are my deal-breakers?

A light blue thought bubble with a black outline and three smaller circles leading to it from the bottom left.

What excites me about the possibility of working there?

A light blue thought bubble with a black outline and three smaller circles leading to it from the bottom left.

What options do I have besides this opportunity?

Receiving & Evaluating Offers



Receiving an Offer

Be appreciative,
enthusiastic,
positive

Get it in writing

Set a date to
respond

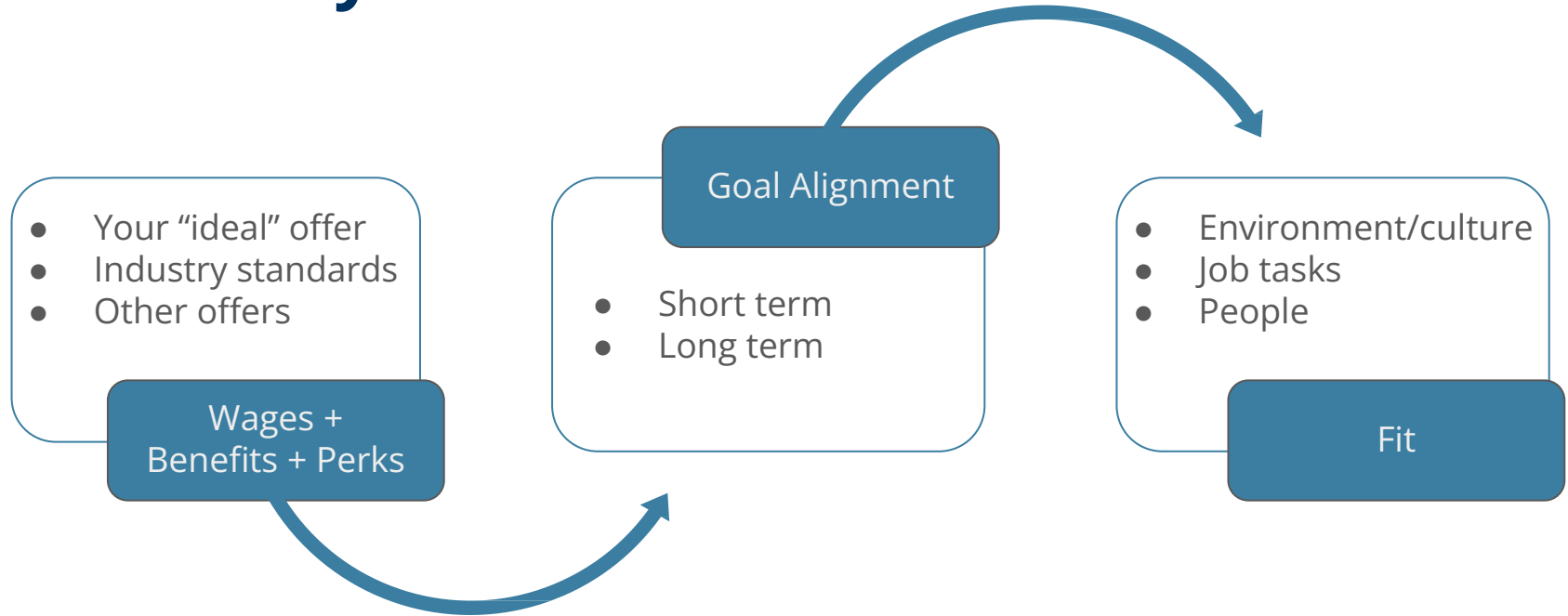
Is the offer much lower than expected?

Before negotiating...

"The salary you are offering is quite a bit lower than I expected."

"Can you tell me how you arrived at that figure?"

How do you decide?



Think about the big picture!

Q: Should I strive to have another offer before negotiating?

A: Not necessarily!

Communication Tips, Techniques, and Scripts



Tips

Negotiate via
phone or video

Ask open-ended
questions

Be
solution-oriented,
interested, and
positive

Tips

Silence is your
friend

Ask questions

Make reasonable
requests

What are your salary expectations?

This approach is appropriate only in the early stages of the interview process

Technique #1: Delay

- “Before discussing 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. Can we discuss this after I have interviewed?”
- “At this early stage, I would prefer if we focus on determining if I am the best candidate for the job. I am confident we will agree on salary once we determine I am the right fit.”

What are your salary expectations?

This approach is appropriate only in the early stages of the interview process

Technique #2: Deflect

- “I expect to be paid a fair market rate based on my experience and the nature of the role. Can you tell me what your hiring range is for the position?”

Technique #3: Direct Answer

- “Based on my research, I believe a salary in the range of \$xx-yy is fair for someone with my skills and experience. I am always open to negotiation, pending the details of the offer as a whole.”

What is your current salary?

Current/previous salaries may be irrelevant

- “My previous position was different in that ... [explain how] therefore, my salary in that position is not relevant to this new role.”
- “While completing my graduate degree, I have gained new skills which will add considerable value to my work in this role, so my previous salary is no longer applicable.”

What if...

The offer is low?

- “I am 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 in your offer?”
- “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].”
- “I appreciate the offer, but I am seeing other companies offering salaries in the range of \$X-Y for similar roles. Does this align with your budget?”

What if...

You get pushback?

- “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 [state a range].”

The salary is non-negotiable?

- “I understand if the base compensation is fixed; what possibilities exist for negotiation in the rest of the package?”

You have multiple things to negotiate?

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

What if...

You want to walk away?

- Don't delay getting back - let them know in a timely manner as a courtesy
- Keep it simple and to the point while staying respectful/appreciative
- Keep the networking door open (if you'd like)
- Examples:
 - *"Thank you for offering me this position—it's a great opportunity. However, after careful consideration, I have decided to accept another role with another company."*
 - *"Thank you for this opportunity to work for your company. I appreciate it very much, but I'm afraid I need to decline your offer at this time."*

What if...

You want to accept the offer as is?

- Consider asking if the salary could be reconsidered in 6 months, after a performance review
- Be polite and let them know you will get back to them after considering the initial offer further
- After considering, accept the initial offer and make sure any agreements made during the negotiation are in writing

**Pat yourself on the back!
Celebrate the win of
engaging in a strategic
conversation.**

MIDS Salary Data



MIDS Graduates

Median Annual Base Salary

2021

US - \$149,500

All (US & int'l) - \$148,000

2022*

US - \$148,500

All (US & int'l) - \$145,000

Includes all roles/levels/industries/companies/locations

**as of 7/18/23; data collection still in progress*

Final thought...

It's not just about getting the most money possible...

Successful salary negotiation means that both parties feel they have made the best deal.

Resources

- [I School Negotiation Worksheet](#)
- [How to Negotiate Salary After a Job Offer](#)
- [The Exact Words to Use When Negotiating Salary](#)
- [The Ultimate Guide to Negotiating Your Salary](#)
- [How to Negotiate a Job Offer Without Losing Your Humanity](#)
- [The Essentials of Job Negotiations: Proven strategies for getting what you want](#) (book)
- [Asking for a Raise Actually Works Most of the Time](#)
- [PayScale's Salary Negotiation Guide](#)
- [Negotiating as a Woman of Color](#)
- [The 14 Crucial Questions About Stock Options](#)
- [Understanding Equity Compensation and What it Means for Startup Employees](#)
- [Equity 101 Course Series by Carta](#)
- [Burtchworks Annual Data Science Salary Survey](#)

Questions?

Contact:

lhaskellwoerner@berkeley.edu

amandacheung@berkeley.edu

Career Advising:

<https://www.ischool.berkeley.edu/careers/students/advising>

Webinar slides:

<https://www.ischool.berkeley.edu/events/2023/negotiating-evaluating-job-offers>