

## Negotiation Tips and Script

Salary negotiation is starting to become an expected part of the offer process. According to a 2019 Job Seeker Report from Jobvite, 33% of job seekers negotiated a job offer and 83% of those ended up receiving higher pay. That said, for many people negotiation can be uncomfortable and/or intimidating. Below are suggestions on how to prepare for a positive and effective negotiation.

### 1. Do your research.

It's important to do diligent research to understand what the industry compensation averages are based on role, skills, experience, education and location.

Enter the negotiation fully prepared with data and reasons to back up why you're qualified for your target salary. Some helpful resources include Salary.com, Glassdoor, Payscale and 81cents.

Note: You may find in your research that the offer you've received is at or above market value. If that's the case it may not be a negotiation opportunity.

### 2. Go high.

Your target number should always be more than the salary range you found in your research. Let's say the offer is \$37,000. Based on your research, you know you should be making \$40,000 to \$43,000. So the target range you present in the negotiation process should be something like \$45,000 to \$48,000.

You do this because most companies *expect* you to negotiate, so they tend to offer you a lower number. Always ask for more, with the assumption that you'll both meet in the middle.

### 3. Make the ask.

Delivery is important, especially at the start of a negotiation, so you must always have a plan.

The recommendation is to start with gratitude. "This is such great news — thank you. I'm so excited for this opportunity," when first given news of the offer.

"I felt right at home during my interviews and am really looking forward to being part of the team." This shows that you already have one foot in the door, and that you are all very close to sealing the deal.

Then, it's time to make the case: "However, this pay is less than expected, and I want to make sure I'm being compensated fairly."

Salary negotiations are collaborations, not conflicts. You can be gracious, polite and grateful while also being confident and persuasive.

"Based on my skills, experience and the market rate, it would make sense for me to be in a higher range — of \$X to \$X. If you could increase the offer by \$X, I'd be eager to accept." By presenting an updated range, it shows that you've done research, understand your value and are willing to be flexible.

Remind them what you had previously accomplished and the success that your work had driven. It is a way to back up your worth and let them know how much value you could bring to the company.

End the conversation with another expression of gratitude: "I appreciate your consideration. Thank you again for this incredible opportunity. I look forward to hearing back! In the meantime, let me know if there's anything you need from my end."

#### **4. Wait patiently.**

It can be tempting to follow up with your hiring manager immediately within one or two days, but it's best to be patient and let *them* get back to you.

They gave YOU an offer which means they want to work with you and want to close the deal as soon as possible. (Of course, if it's been more than a week with no word back, the smart thing to do would be to send a follow-up email.)

It's only natural to be nervous during the waiting period.

#### **5. What could happen.**

Likely the hiring manager or HR person will come back to you with a revised offer that is somewhere in between the original offer and your counteroffer. Assuming it is a pay rate that you're comfortable with, congratulations!

Conversely, even if you've done your research and did a brilliant job presenting your worth in the negotiation process, there's never a 100% guarantee that you'll get what you ask for. It may be that the employer has budget constraints or they have a policy that states a non-negotiable starting salary for everyone. At that point you'll have to decide to accept the original offer or walk away from the opportunity.

More on negotiation:

[Be ready for salary negotiations](#)

[15 rules for negotiating a job offer](#)

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