



NEGOTIATION GUIDE



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NEGOTIATION GUIDE

WHAT IS A SALARY NEGOTIATION?

Salary negotiation is a process where one individual or party negotiates the monetary aspect(s) of compensation (commission, earnings, income, pay, salary, and/or wage) with another party.

BEFORE YOU NEGOTIATE

DO YOUR RESEARCH

When starting to think about salary negotiation, it is a good idea to explore realistic rates based on your role, industry, and location of your employment. It is important to enter a negotiation conversation confidently and with the appropriate resources and knowledge to explain why you believe you are qualified for the amount you are asking for.

SALARY TOOLS

Using sites like Glassdoor or the Know Your Worth Tool will allow you to explore some of the market trends when it comes to salary through firsthand reports from employers in your industry.

Glassdoor

This website pulls aggregate amounts of data from firsthand testimonials from employees working in similar industries and job functions based on location. You can get an accurate estimate of what one could be making in a similar role based on insights from employees. Glassdoor also helps benchmark low, high, and median salary expectations.

Know Your Worth Tool

Glassdoor's Know Your Worth Tool digs deeper into your experience, education level, and location to curate an accurate number to begin thinking about your negotiation baseline. After answering questions related to your experience, you are provided a more accurate baseline to start your negotiation based on industry standards reported through the website.

Other helpful websites to help you research salaries include [Payscale.com](https://www.payscale.com) or [Salary.com](https://www.salary.com).

- Payscale.com allows you to compare your salary and find out how to get a raise with a free pay report. Find out what your skills and experience are worth in today's market.
- Salary.com builds upon trusted data and intuitive software to help you make compensation decisions with confidence.

Before the negotiation, make sure you have done your research. Identify a realistic salary range based on the resources you have explored and trends in your industry. Also, develop an understanding of the organization to determine what is realistic to ask.

UNDERSTAND YOUR MINIMUM

What is the lowest number you are willing to accept for a salary? Consider factors such as cost of living in your job location, financial commitments like student loan payments or family support, and your overall lifestyle needs. It is helpful to identify this number before beginning the negotiation so you know at what point you would walk away from the opportunity.

COST OF LIVING TOOL

[Salary.com](https://www.salary.com) has a Cost of Living tool that allows you to compare cost of living in two different cities (if you are comparing options or considering moving), or view data about an individual city to gauge how it compares to the national average on metrics like cost of housing, food, transportation, energy, and more. If you are considering moving to another city, this can be a helpful tool when calculating your minimum salary requirements.

KNOW YOUR WORTH

Be prepared to articulate the value you bring to the organization through your experience, skills, and education. Knowing what you bring to the table helps you advocate more effectively to be adequately compensated for your efforts.

After you have done your research finding a base number to negotiate and a range of flexibility, you can start to prepare and gather examples of your performance to help advance your ask to your employer or potential employer.

GATHER A PORTFOLIO

Gather material that highlights achievements throughout an extended period, for example, six months or twelve months.

Develop a list of engagement opportunities you participated in professionally, achievements you made throughout the fiscal year, advances or major contributions to projects to showcase your responsibilities

NOTE: If your employer has set quarterly, mid, or yearly goals for you to achieve, be sure to provide specific examples and evidence of achieving objectives assigned to you to strengthen your argument.

This strategy is especially important if you are negotiating for a salary raise in a job you already have. It is also a powerful tool for negotiating salary in a new job – by demonstrating a past track record of success in a comparable position, you can show your potential employer that they can expect the same of you in this new position.

ASKING THE RIGHT QUESTIONS

Use what you know about your audience to help you prepare for the negotiation.

If you are negotiating for a raise, prepare for the negotiation by reflecting on your current role, your contributions to the company, and where your employer sees your role moving towards in the future. Consider how your unique skillsets, initiatives you have taken on, and/or projects you've enhanced align with the goals identified by your employer to help create a basis for the negotiation.

If you are negotiating a salary for a new position, reflect on the organizational priorities, mission, and values you learned about through your interview process. Consider how your unique skill sets, abilities, and experiences align with the organization's strategic priorities – what value do you add to the organization that they cannot find elsewhere?

This style of preparation will help you develop a confident, structured answer to the common negotiation question: "Why do you deserve this salary?"

NAVIGATING THE CONVERSATION

THINGS TO CONSIDER

Allow everyone to prepare.

- Schedule a meeting with the hiring manager, supervisor, or your point of contact at the organization in advance so you are both prepared to engage in a negotiation conversation.

Time the conversation strategically.

- If you are negotiating for a salary raise in a job you already have, scheduling a meeting with your manager around performance reviews allows you to bring a portfolio of accomplishments to help back up your claim.

Determine a mode of communication.

- If this is your first time negotiating, you might feel more confident presenting your initial ask via email. This is an appropriate way of responding to an initial offer, particularly if you have been communicating with a potential employer via email already. However, be aware that some organizations may not engage in negotiation processes over email and might require a phone call or meeting. Be prepared for either possibility!

STATING YOUR DESIRED AMOUNT

When determining your initial salary ask, consider what you have learned about the industry/company through your research, what your minimum salary requirements are, and what value you are bringing to the organization.

In your initial ask, start with a slightly higher amount than your actual desired compensation to leave room for you and your co-negotiator to successfully reach a midpoint. However, your initial ask should still be close to the reasonable range based on your industry benchmarking research.

NOTE: Remember that it is ok to walk away. Understanding your work and value can be more meaningful than a low compensation rate. Understand the amount you need, the amount you deserve, and know the amount that is your walk away number.

REQUEST TIME TO CONSIDER

Never feel obligated to accept an offer immediately. After you have received an offer, request a reasonable amount of time to think it over and provide a timeframe to get back to your employer. Be sure to reply to them within the specified timeframe.

GET YOUR OFFER IN WRITING

After negotiations have been completed and both parties have agreed on a compensation structure, be sure to request a formal offer in writing so you and the other party have a committed agreement set forth that can be included in your employment package.



BENEFITS

While most people think of salaries as the only thing they can negotiate, compensation extends past salaries and wages. Employer benefits are equally as important to consider when approaching an offer with an employer. Be sure to consider the different types of benefits offered in addition to the proposed salary when evaluating your employment options.

There are many different types of benefits an employer can offer as a part of your compensation package. Below are examples of benefits that could be offered by your employer and some things to consider when reviewing benefits:

- **Tuition Remission/Reimbursement:** reimbursing or offering free or reduced-cost pathways for continuing education
- **Training/Professional Development Opportunities:** paying for conference attendance, covering professional organization membership fees or certification costs, etc.
- **Childcare:** allowances or reimbursement for childcare costs, free or reduced-cost childcare options
- **Health & Fitness:** free or reduced-cost gym membership, allowances or reimbursement for fitness- or health-related purchases, etc.
- **Flexible Work Arrangements/Schedules:** remote or hybrid work options; the ability to set your own hours rather than a fixed 8-5
- **Compensation for Commuting:** allowances or reimbursement for gas/public transit to get to and from work
- **Paid Time Off (Vacation & Sick):** how many days off do you accrue each year, how many days roll over, how/when PTO may be used, etc.
- **Insurance**
 - Health
 - Dental
 - Vision
 - Life
 - Disability
- **Retirement Benefits:** how much will the employer contribute to your retirement fund each year, how many options do you have for your retirement package, etc.
- **Parental Leave:** how much paid time away will be provided if you become a parent
- **Relocation Assistance** (for a new job that will require you to move to a new location): allowances or reimbursement for moving costs such as van rental, packing materials, travel costs, etc.

When considering an offer, think about the entire benefit package, not just the salary. What benefits are most valuable to you? Do any of these benefits potentially outweigh the downsides of a lower salary?

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