Aim for more when negotiating your salary

Negotiating salaries can bridge the wage gap between women and their male counterparts, whether at the beginning of a career journey, a career change or requesting a raise. Less than 20% of women negotiate their path - others settle for their first offer due to fear of appearing demanding or overly confident. Here are 5 tips to boost confidence while navigating the conversation.

How to boost your confidence

Know your worth

Acknowledge your skills, strengths and experience. Recognize how your achievements and accomplishments have prepared you to succeed in this role, and explain why you are the best candidate and worth the salary you are requesting.

Quantify your achievements

Demonstrate your value by providing concrete data and results. Specific examples tailored to your potential role and work with this company prove your capability and how you will positively impact the company. To qualify your accomplishments, review [how to build accomplishment statements](#).

Conduct research

Reference [Job Market Insights](#) for up-to-date salary and market trends. Directly align your interests, strengths and experience to the organization. Demonstrate what you learned about the company through your research and the interview process.

Practice your pitch

Highlight your accomplishments and the unique value you bring while discussing current market trends. Share your salary goal and propose solutions if goals cannot be met. Practice your pitch until you feel confident and prepared for the conversation.