

Offer Negotiation: Your Value Matters!

Think of negotiation as a buyer and seller exchange. As consumers, we typically buy a product or service at the lowest price to gain the most value. A company (buyer) is “purchasing” your skills and potential to add value. They do this through the process of valuation and will typically offer compensation at the lower end of a salary range.

Negotiation is an acceptable part of the hiring process. You are the “seller” of skills, experiences, and potential to add value. Work is an exchange of value. Your goal in negotiation is to remind the company of your value; to feature and highlight your relevant skills, experiences, and potential to add value.

Sample Items for Negotiation:

Annual Base Salary	Relocation Package	Telecommuting
Deadline for Acceptance	First Salary Review Date	Childcare Assistance
Signing Bonus	Mid-Year Review	Spousal Job Search Support
Job Title/Level/Grade	Unpaid Leave	Salary Advance
Job Responsibilities	Visa Help (Sponsorship)	Tuition Reimbursement
Location	Professional Development	Loan Forgiveness
Starting Date	Administrative Support	Retirement
Performance Bonus	Home Office	Health/Life Insurance
Stock Options	Company Car	Comp Time
Vacation / PTO	Flextime	Parking

Preparation: Generating Leverage for Salary Negotiation

1. Collect General Compensation Data

Obtain Salary Data to Ensure You Understand the Prevailing Wage. *Source Data From:*

- Your Career Center, Glassdoor, LinkedIn, PayScale, Salary.com
- Industry & Company Insiders (insights from trusted individuals)

Important Note: *General Compensation data is available to all players in the negotiation conversation (recruiters, hiring managers, and you). General compensation data is not where the leverage comes from.*

2. **Build Your List of Value Points: Conduct Valuation & Alignment (This is Your Leverage!)**

The leverage comes from reminding the company of your relevant skills and experiences, reinforcing your ability to add value. You are just reminding them why they offered you the job. You are pitching!

Deploy WHO Logic to remind the company why you are worth more than the salary offered.

- What are my previous experiences that align with the job? (Internships, Co-Ops, Volunteer, Etc.)
- How have I engaged in experiences that align with the job? (Skills, Strategies, Characteristics)
- Outcomes produced in previous experiences that align with the job

3. **Be Ready to Share Any Other Job Offers**

The Negotiation – Go In Knowing Your BATNA & ZOPA

Share the general data you have gathered. (That's typically not going to do much for you because most companies are aware of the prevailing wage, cost of living, and other related data.) ***It's about Value & Alignment!*** Remind the company representative of how you will add value to the company. The reminder of your value is basically a ***pitch*** - how your ***skills and experiences*** align with the job and company.

You then present a figure, typically higher than you would settle on because there is often a back-and-forth conversation until you settle on an amount that works for all. If the company will not increase the original compensation offered, you will need to decide if you want to accept or walk away.

BATNA & ZOPA

BATNA: Best Alternative to a Negotiated Agreement

ZOPA: Zone of Potential Agreement

Compensation Example:

Seller: You (e.g., Seller's Desired Price = \$90K, Seller's Worst Case = \$60K; ZOPA = \$65K - \$90K)

Buyer: Employer (e.g., Buyer's Desired Price = \$55K, Buyer's Worst Case = \$85K; ZOPA = \$60K - \$75K)

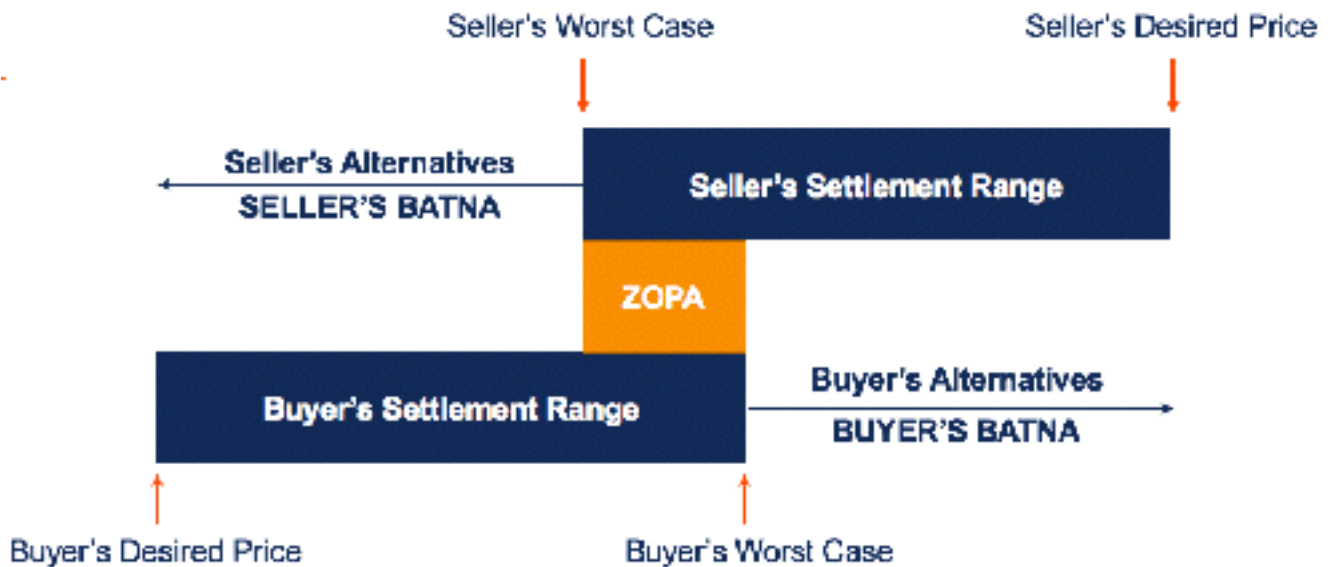


Image from Corporate Finance Institute, 2020

Sample Language to Request a Meeting to Discuss the Offer

You typically send this message to the person who signed the offer letter unless a designated other has been shared. If you are unsure who to send the meeting request to, start with a recruiter.

“Dear [name],

Thank you so much for extending an offer of employment to me. I am very excited and interested in the role. Before making a decision, I would like to discuss information in the offer letter as well as compensation.”

Sincerely,

Sample Negotiation Scripts – Be Prepared, Polite & Professional

Negotiation conversations can feel weird. Develop a script to help guide your ask. You can also use your script for a follow-up email to reinforce the conversation and your ask. It’s also important to note that some companies choose not to meet with you; they will just ask you to send your questions and requests via email.

Sample Negotiation Script (Narrative Version):

Dear [name],

Thank you for extending an offer of full-time employment with [company name]. I am excited about the [insert title] and confident of my ability to add significant value within the role. [insert your differentiators - sample highlighted in yellow-- I will leverage more than 5 years of work experience including team leadership steeped in empowering others, development of efficiency initiatives, and an all-consuming commitment to internal and external customers. For example, in my last role, I worked on projects to create the long-term strategy for order allocation resulting in cost savings of 10% for the company.] Given my experience I am certain I will deliver exceptional results for [insert company name] and am respectfully inquiring about a starting salary closer to \$XXK.

Again, I am thrilled to have been offered this position. I look forward to speaking with you very soon.

Most Respectfully,

Sample Negotiation Script (Bulleted Points of Value Version):

Dear [name],

Thank you for extending an offer of full-time employment with [insert company name]. I am excited about the [insert title] and confident I will add value quickly, leveraging deep vertical skills and relevant experiences. Most notably my background includes:

- Relevant value point
- Relevant value point
- Relevant value point

Given my experience I am certain I will deliver exceptional results for [company name] and am respectfully inquiring about a starting salary closer to \$XXXXK. Again, I am thrilled to have been offered this position. I look forward to speaking with you very soon.

Most Respectfully,

Negotiating an Offer Deadline Extension – Sample Email Language

Your intention is to ask the company to extend the offer deadline. Make the request by phone or email.

“Thank you so much for extending an offer of employment to me. I’m very excited and interested in the role. I’m in the midst of a very aggressive job search at this moment. I have several conversations and interviews coming up and I want to honor these commitments. Might it be possible to extend the offer deadline to [insert a proposed date].

You can ask for two - three weeks beyond the offer deadline. If granted, ask for the deadline extension to be confirmed via email.

You can utilize your employment offer with other companies you have applied to or are interviewing with; let them know you have received an offer and sometimes this can help expedite the interview/decision making process. Some companies will even ask you to share if you have an outstanding offer from another company.

Turning Down an Offer – Sample Email Language

You can turn down an offer via email or by phone.

Dear [insert name]: Thank you for the offer of employment with [name of company]. I have decided to accept another position. This is a very difficult decision for me. I learned a great deal about [name of company] during the interview process and I am so impressed with the culture and the company commitment to professional growth. I welcome the opportunity to stay in contact via LinkedIn and plan to follow the continued growth of [name of company]. Please do let me know if you have questions or need additional information from me.

With Gratitude [or Sincerely],