How Will You Get What You Want?

BEFORE THE OFFER:
Knowing your bottom line

WHEN YOU GET THE OFFER:
Your response, considerations and gaps in knowledge

WHEN YOU ENTER NEGOTIATIONS:
Knowing your approach and being prepared
BEFORE THE OFFER

• Determine your personal needs
  Housing, food, transportation, debt repayments, other cost-of-living expenses.

This is your bare-bones figure that you need to survive each month.
BEFORE THE OFFER

• Determine your current worth
  – What is the average salary figure for someone at your level for the same job in the same market?
    Location (cost-of-living), size of the company (mom-and-pop or IBM), industry (new/mature/declining), company (industry leader/follower/troubled), type of job (entry level or experienced)

• Resources:
  Detailed salary statistics by job, industry, and location.
  Salary wizard that calculates a salary range based on job title and location. Also provides salary negotiation resources.
  Salary data, articles and other excellent career resources.
  Broad range of career tools for MBA graduates.
  Salary.com’s salary wizard and great salary negotiation advice.
WHEN YOU GET THE OFFER

• Be appreciative and enthusiastic.
• Don’t be impulsive - ask for more time. 1-2 days at the very least.

• Not the job for you?
  – Politely decline and do not enter into negotiations.

• Want the job, but not the offer?
  – Consider the offer in the context of your job/company knowledge.
  – Evaluate the gap between your wants and the offer as is.
  – Get all the additional info you need to make a decision.
  – Decide what you want to ask for and have a clear idea of what that is.
WHEN YOU ENTER NEGOTIATIONS

Know which negotiation approach you plan to use:

1. Open-Ended/Direct
   “Is there any flexibility in the salary?”

2. Open-Ended/Indirect
   “Based on (my qualifications) and (the market avg for this position), I was hoping for a salary closer to ‘x-y’ range.”

3. Closed-Ended/Direct
   “Based on (my qualifications) and (the market avg for this position), I will need at least ‘x’ in order to accept the position.”
How Would You Respond?

*Interviewer:*

“So Jane, what kind of money are you looking for?”
How Would You Respond?

• **Bad response:**
  – “I think $50,000 is a good starting salary for me.”

• **Good response:**
  – “Since this is my first professional position, could you tell me what salary range has been approved for this job?”

Remember: the first person to mention a number, loses.
How Would You Respond?

Interviewer:

“How much were you making in your previous job?”
How Would You Respond?

- **Bad response:**
  - “I was making $67,000.”

- **Good response:**
  - “My salary was within the average range for someone with my qualifications in that industry and location?”

OR...

  - “My salary was slightly below the national average. However, I am now looking for an opportunity that would better compensate me for the skills and qualifications I can deliver to the company.”

Avoid stating a figure. You might price yourself out of the job OR get a salary lower than your worth.
Asking for More Time

Interviewer:
“I need an answer in 3 days.”

Good responses:

– “Is there any flexibility in that timing? I really need to check on a few things before I make a decision. I can get back to you in 5 days.”

– “I’m expecting a few other offers to come through in the next week. I’m very interested in this position but I do want to make sure I make my decision knowing all of my options. Would it be possible to get back to you next week?”

It’s completely reasonable to ask for more time. This is a life decision you’re making.
**Negotiation Tips**

- Be prepared to talk salary early on in the interviewing process. However, don’t jump the gun – only start negotiating after an offer is on the table.

- Negotiate with the decision-maker and do it in person.

- What is your competitive advantage? Sell it in your negotiations.

- Take emotion out of it. Think of it as a sales transaction: link your qualifications to the employer’s needs and sell it.

- If offer is not negotiable, negotiate a salary review in 3 or 6 months.
Salary Negotiation Flowchart

- Before Offer -

Determine Desired $$$ Range Based on

**Personal Needs**
- Housing
- Food
- Transportation
- Debt Repayment
- Cost-of-Living

**Market Data**
- Salary Surveys
- Web
- Career Services Advising
- Professional Associations
Salary Negotiation Flowchart

- After Offer -

Do You Want the Job?

No → Done

Yes → Compare company offer to your desired range

Compare your experience to the company’s needed qualifications

Determine where you fit in what you perceive to be the company’s hiring range

Get All Needed Data
• Benefits
• Relocation Package
• Retirement Plan(s)
• Bonuses (sign-on & future)
• Performance Reviews
• Salary Reviews

Decide What You Want to Ask For
• What can you live with / without?
• What are potential compromises?

Enter “Negotiations”
Salary Negotiation Flowchart

- Decide Negotiation Approach -

**Open-Ended / Indirect**

“Is there any flexibility in the salary?”

**Open-Ended / Direct**

“Based on (my level of experience) and (what I understand the market average to be for this type of position), I was hoping for a salary closer to the ‘x-y’ range.”

**Closed-Ended / Direct**

“Based on (my level of experience) and (what I understand the market average to be for this type of position), I will need at least ‘x’ in order to accept the position.”

**Determine Possible Responses**

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Salary Negotiation Flowchart

- Determine Possible Responses -

**Match Your Requests**
- Congratulations!
  - You’re done.

**Limited Flexibility**
- Can make some adjustments to original, but not match your request
- Make decision based on your priorities, needs and ability or desire to compromise
- Communicate yes / no answer

**No Flexibility**
- Unwilling or unable to make any changes
- Make decision based on your priorities and needs
- Continue negotiation with counter-offer
  - (return to Decide Negotiation Approach)