

Negotiation Handbook

JOB EDITION

Timeline, prep, & scripts!

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NEGOTIATION TIMELINE



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NEGOTIATION TIMELINE



1. **Decide what's important to you** - Is it salary? An annual bonus? Equity? WFH? Title?
2. **Do your research** - What is the market compensation for your position? What are others in your position earning? How often does this company adjust salary?
3. **Prep your mindset** - If you get a no, are you willing to wait, counter or walk away?
4. **Know what you need to demonstrate** - Ask your manager what they need from you in advance (3-6 months ahead of your review) to receive a raise/promotion.
5. **Keep a list of "work wins" to share** - Keep a story bank of outcomes you have achieved & share it when you negotiate. Also share relevant future goals.
6. **Practice your ask** - Practice in the mirror, to your cat, to your friend.
7. **Rehearse counteroffers** - What is a reason they may say no? How will you respond?

NEGOTIATION TIMELINE



1. **Stay calm** - Nerves are normal in a negotiation. Rely on how you have practiced, your expertise and your experience. Take deep breaths. Know that you are worth it.
2. **Feel your feelings** - It's okay that this conversation makes you feel vulnerable, awkward, or uncomfortable. But you are armed with your research, your ask is clear, and you're a top performer. You're ready to negotiate!
3. **Present evidence** - This is a list of your past achievements and how you add value. Present 3 strong points of the value you add to demonstrate your worth. Talk about a future goal if it is relevant.
4. **Ask for your worth** - Be clear about what/how much you are asking for. You have presented why in your evidence and this is the what.

NEGOTIATION TIMELINE



1. **Follow up in writing** - "Hi ___, Thanks for chatting about the [promotion to X or raise to Y]. We talked about [salary amount X] and me focusing on [X, Y, & Z] in the position of [position]. Looking forward to chatting about this again on [date]."
2. **Wait for an updated offer** - This can be tough, but give them a reasonable amount of time to respond. In certain situations they have to check in with their superiors. Set a time in the negotiation of when you will hear back.
3. **Assess the offer** - Is it what you asked for? Is it less? Is there any new information to incorporate? Assess how you feel with the offer to guide your next steps.
4. **Respond to the offer** - If it's what you asked for - congrats! If it's not, will you wait, counter, walk, or begin looking elsewhere? If you are waiting, be clear on what next steps are to get where you want to be.

"WHAT ARE YOUR SALARY EXPECTATIONS?"

- Want to hear their number first?: "I'd like to hear the range you're exploring for this role to see how we align."
- Want to answer it first?: "I'm looking for [\$X] as my [total compensation, base salary, etc...]." If you receive resistance, restate the unique value you add (and will add).
*If you still receive resistance, ask "How can we make this work?", "How should we proceed?" or "Is there a different level or role that aligns with my skill set and compensation expectations that I could be considered for?"

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HAVE AN OFFER?

“Thank you! I’m excited about [X] position and collaborating on the [Y] project. How long do I have to think over the offer?”

- Does it meet your requirements? If not, think about your counteroffer.
 - Counteroffer: “I’d like to discuss the proposed [salary | equity | vacation days ...] in this offer. Are we able to get to \$X in base salary and \$Y or Y% in equity?”
- Yes? “Great, thank you for talking through this. I’m excited to accept & join the team.”
- No? “In which of these is there room for us to discuss further?” (There is sometimes more wiggle room with signing bonus & equity).
 - Take it or leave it? Are you willing to walk away? If you’re happy with the offer, accept with a satisfied mind.

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ASKING FOR A RAISE?

- Expectations have already been set:
“Hi manager. I’d like to follow up on our conversation about a promotion/raise from a few months ago. At the time, we set my goals as achieving [X, Y, Z]. Here’s how I’ve delivered on these outcomes. Based on my research, I think \$X and/or Y equity is a reasonable ask.”
- First time bringing up the request:
“Hi manager. I’d like to discuss getting a raise/promotion this year. In the last 12 months, I’ve [created X and Y impact for our company]. I’d like to be considered for X role or a raise. Based on my research, I think \$X and/or Y equity is a reasonable ask.”

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IF YOU GET A "NO"

- If it's a performance-related no: "What do you need to see from me to get to [X promotion/raise]?" Follow steps 1-7 from the prep "before" section.
- If it's a business-related no: "When do you expect [X role] to be available?" "How should we proceed?" "What are the next steps for me to take?"
- Be ready to start looking outside your team/company if it doesn't meet your expectations despite delivering on everything you agreed to with your manager.

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