“I’m getting the fire-breathing dragon with wings. He wanted $200 but I talked him down to $50. Ha!“
It’s an opportunity to address gaps between the offer made and your needs, and to identify ways to resolve them.

Your Goal:
Receive the best possible compensation for skills and talents

Employer’s Goal:
Hire the best possible employee without overpaying

Achieve a Win/Win situation!
OFFER & NEGOTIATION PROCESS: OLD & NEW

Traditional

VERBAL OFFER → ACKNOWLEDGE → WRITTEN OFFER → NEGOTIATE → “Best and Final” WRITTEN OFFER

Contemporary

VERBAL PRE-OFFER → ACKNOWLEDGE → PRE-NEGOTIATE → “First and Final” WRITTEN OFFER

(For additional information, Google: pre-offer salary)
1. **Prepare** for the Offer by developing a Leverage List

2. **Acknowledge** Offer with enthusiasm – *without negotiating!* Get it in writing, if possible.

3. **Analyze** Offer and collect missing information.

4. **Evaluate** Offer to determine goals, gaps, trade-offs, and walk-away point. Prioritize gaps; compare with other competing offers.

5. **Negotiate** to secure Offer or propose enhanced Offer.

6. **Evaluate** enhanced Offer and renegotiate, if needed.

7. **Obtain** agreement and ask for final Offer in writing.
Understanding the Major Components of an Offer

*Develop in order of decreasing importance to you*

- Base salary
- Signing Bonus
- Annual Bonus
- Title
- Vacation/Sick/PTO
- Salary increase timing
- Healthcare insurance
- Stock Options
- Starting Date
- Commission
- Non-compete
- 401(k)
- Tuition assistance
- Flex hours / Telecommuting
- Car, phone, laptop, etc.
- Relocation expenses
- Professional memberships
- Retirement Plan
Develop a “Leverage List” that compares the NEEDS of the company with your QUALIFICATIONS (and then some).

<table>
<thead>
<tr>
<th>COMPANY’S NEEDS</th>
<th>YOUR QUALIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Degrees</td>
<td>1. Degrees</td>
</tr>
<tr>
<td>2. Years of Experience</td>
<td>2. Years of Experience</td>
</tr>
<tr>
<td>3. Certifications</td>
<td>3. Certifications</td>
</tr>
<tr>
<td>4. Skill #1</td>
<td>4. Skill #1</td>
</tr>
<tr>
<td>5. Skill #2</td>
<td>5. Skill #2</td>
</tr>
<tr>
<td>6. Strength #1</td>
<td>6. Strength #1</td>
</tr>
<tr>
<td>7. Additional attributes you have, not specifically requested by the Company, but definitely will be to their benefit.</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td></td>
</tr>
</tbody>
</table>
4 Steps to Acknowledge the Offer without Accepting

- First, **thank** the employer and show your enthusiasm
- Ask for the offer **in writing** and request additional information, if needed
- Express why the company and job are **appealing** to you
- Ask for **time** to evaluate and consider the offer
Think Strategically

- Is this the right opportunity for a new function or industry?
- Is this your “Dream Company”? If not, is that OK?
- Is this a “Perfect Role” for you? If not, is that OK?
- Is the compensation “appropriate” for you?
- Is it a short term, long term, or temp-to-perm position?
- How will the experience advance your career?
Present an “Offer Table” with two defined stacks:

- First, indicate **Areas of Agreement**
- Then, indicate **Areas for Discussion**

**THE OFFER TABLE**

**Areas of Agreement** (for now)

- MOST
- IMPORTANCE

**Areas for Discussion**

- LEAST
Steps of a Successful Negotiation

- Tell the manager that you have thoroughly considered all aspects of the Offer
- Express excitement about the opportunity
- Indicate that you have “some areas for discussion”
- Communicate the expectation that you both want a positive outcome and your belief that you can work through the areas for discussion successfully
Present your case for each Area for Discussion, using your “Leverage List” to influence the discussion.

If you are unable to achieve agreement on a line item, discuss opportunities to substitute enhanced items from the top of the Areas of Agreement.

Affirm the agreement and accept the offer.

Ask for confirmation of the finalized offer in writing.

Establish your start date.
 Ideall, your range will overlap with employer’s
 Start at high end of your range
 Expect counter from employer
 Anticipate final offer near employer’s mid-range
4 OFFER SCENARIOS

Offer: $60K, $90K, $120K

Want: $65K, $100K

Need: $70K, $110K, $75K, $120K

GAP!
In addition to the agreement, respond with an email:

“I’m excited about this opportunity and look forward to starting. Just to confirm, this is my understanding of my role and our agreement…”

State your understanding of the position, responsibilities, deliverables, reporting, hours, start date, and compensation, especially if agreements were made “off the table”.

ACCEPTING AN OFFER
✓ The offer you accept is the one you are committed to. Reneging is not negotiable.

✓ Withdraw from all job search activities once you have accepted an employment offer.

✓ Come into the FCC and RING THE LANDING BELL!
Respectfully “withdraw your candidacy” if you are not interested.

Turning down a job offer is more about maintaining, not closing, a relationship.

Turn down an offer promptly by phone.

Follow up with everyone you met or spoke with within the organization.

Communicate your appreciation for the time taken to consider your candidacy.

Think about why you turned it down and how you could be better prepared in the future to recognize earlier that there wasn’t a fit.