

Reprinted from the March 2019 issue of BIC

# Key factors to consider when negotiating salary

**"E**verything is negotiable. Whether or not the negotiation is easy is another thing." — Carrie Fisher, American actress and writer.

In today's job search process, the ability to successfully negotiate is a necessity — and one that can take your earning power to a new level. Many years ago, President John F. Kennedy said, "Let us never negotiate out of fear. But let us never fear to negotiate." When you fearlessly take action to negotiate in a manner that demonstrates your knowledge, preparedness and confidence, you increase your chances of success. In this two-part article, I'll share key factors that are basic to the overall salary negotiation process.

## Do your homework

Keys to successful salary negotiation encompass researching job information, understanding your strengths, recognizing the fair market value of your position, knowing your competition and planning your approach to respond to the needs of the employer. Beginning a negotiation with the necessary knowledge will place you in a better bargaining position.

## Know your numbers

Begin by searching websites such as salary.com, payscale.com, indeed.com (salary search) and glassdoor.com (knowing your worth tool). These sites can help you to

identify the current salaries for your specific profession, job title and geographical location, as well as provide industry standards for men and women. Several of the sites also use various tools for calculating a salary to meet your criteria to avoid either underselling or overselling yourself. In addition, you may want to talk to people you know in similar positions to yours. Being comfortable with your salary numbers also adds to your confidence in negotiating successfully.

## Negotiate a win-win

In her book, "Job Offer! A How-to Negotiation Guide," author Maryanne L. Wegerbauer states, "The negotiation process is not about strong-arm tactics, or win/lose. It is a two-way process where you and your prospective employer are each trying to get something you each need. In a negotiation, you're both designing the terms of a transaction so each of you will receive the maximum benefit from the final agreement."

Wegerbauer also recommends you bear in mind counter-offers are an expected part of many negotiations, so you should remain flexible. Many large companies can give negotiations more or less latitude, while smaller companies may have more leeway, and unionized companies usually have very little room for individual negotiations. I encourage you to be prepared with a ration-

By: SHIRLEY A. WHITE, President  
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ale for every situation in order to strengthen your position.

## Recognize that money isn't everything

A job is not always about the money. While salary is certainly a significant element of a job offer, it is by no means the only point of consideration. The total compensation package includes all of the benefits and other "perks" provided to you as an employee of the company. There are many benefits that may be negotiated in addition to salary.

Consider flexibility in job working hours or the opportunity to telecommute, extra vacation time, tuition reimbursement, a signing bonus, business cell phone and laptop, company car, professional development, business certifications and so on. A point to always keep in mind is that simply enjoying the job and being confident of the job fit and the new possibilities it provides are keys to achieving job satisfaction.

These initial key factors are designed to get you started in mastering the art of salary negotiation. Next month, I'll provide additional tips for building your confidence in the process.

If you have any specific questions relating to negotiating salary, email Dr. White at [successim1@yahoo.com](mailto:successim1@yahoo.com).

**For more information on Dr. White's programs and publications, visit [www.successimages.com](http://www.successimages.com) or call (225) 769-2307. ●**