



Reach your earning potential

Seven steps to negotiating your salary



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At **Indeed**, our mission is to help people get jobs. The rapid spread of the novel coronavirus, COVID-19, has had a profound impact on the way we work and live. Three things we hope you'll remember right now:

- 01 Take care of yourself.** Women especially tend to take on a lot of burden and sacrifice their well-being in the process, which then leads to burnout. So please make sure you're taking whatever moments you can to find joy, rest, and reset.

- 02 Celebrate your wins.** While you may not be in the office, you're still working hard - maybe even more than normal - and so make sure to keep reminding yourself that you're doing a good job. Track your accomplishments, and remind yourself that you're awesome!

- 03 We're here to help.** Indeed has compiled useful **resources** for this time of uncertainty, like how to work from home if you can, find work quickly when you need it and navigate a remote job search.

Understanding your value now will help you make the case later for a salary increase. We're proud to partner with **Ladies Get Paid**, a platform that champions the professional and financial advancement of women, to provide you this free ebook with tools and tips on how to know your earning potential, master salary negotiation, and take control of your pay.

*The information in this ebook is provided as a courtesy. Indeed is not a career or legal advisor and does not guarantee job interviews or offers.



Step one:

Shift your mindset

Negotiating your salary can feel really intimidating. A lot of the anxiety comes from the unknown: am I asking for too much? Too little? It's hard to know what the employer is thinking, and whether or not what you propose will affect the offer.

Here's the good news: if you're given an offer, that means the employer wants you. They don't want you to walk away and they're invested in making it work. From there, it's as simple as doing your research and practicing your talking points. Remember: You're both on the same team trying to figure out the best way to make everyone happy.

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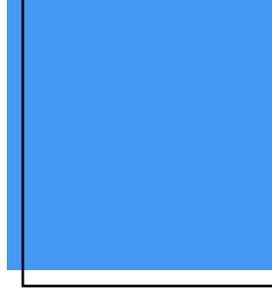
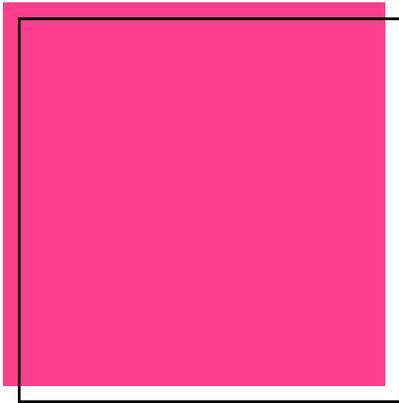
When you practice negotiating (and yes, you must practice), pay attention to how your body responds. Notice when and where you start to feel nervous or anxious—for example, your heart rate may increase or your palms may get sweaty. Know that it might happen during the actual negotiation. Then, accept it. By recognizing these reactions beforehand, it will remove the element of surprise and the panic that often follows. You'll find that when these feelings bubble up, it'll be a lot easier to release them and move on with the conversation.

Step two:

Calculate your market value

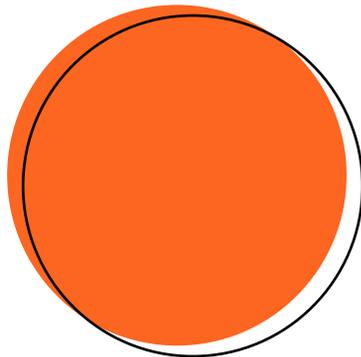
Companies calculate salaries based on a market value that falls within a certain range, also known as a pay band. To learn what the range is for your job, visit [indeed.com/salaries](https://www.indeed.com/salaries) where you can compare over 600 million salaries. Context is crucial. So when you're looking, make sure to account for the following:

- **Geographic location**
- **Years of industry experience**
- **Education level**
- **Years of leadership experience**
- **Career level**
- **Skills**
- **Licenses and certifications**



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Try **Indeed's Salary Calculator** to get a free, personalized pay range based on your location, industry, and experience. It's easy! Just enter your details and see your personalized pay range in seconds. We compare your salary to similar profiles and get up-to-date information on compensation based on current job market trends on Indeed.



Along with online research, be sure to ask people in your network about their pay. One way to do that is by joining professional organizations, urging them to facilitate conversations on compensation and encourage the other members share.

Ladies Get Paid is a good example - they have a private Slack group with more than 70,000 women worldwide who share advice, resources, and more.

Reach out to your friends with large networks and see if they know anyone with a comparable job you can meet with. Or start your own group where you bring together people to share their salaries. In short: the more sources the better.

Normalizing salary transparency starts with simply talking about it, as uncomfortable as it may feel. Doing so can help people gain better context in regards to their pay and understand how much they should be making. Here are two ways to kick off the conversation:

● **Here's the research I did. Am I off-base?**

● **What's the ballpark salary you make?**



Step three:

Ready your range

From your research, pick three numbers to act as the framework for the negotiation:

Rockstar: The highest number in the pay band.

Feelin' good: This is an amount you'd be proud to have. Probably the middle of the pay band.

Bottom line: Get this number by making a budget of what it takes to cover your needs and what lifestyle sacrifices you're willing to make for this opportunity.

Start with the highest number, expecting that they will counter you with a lower number. Having another number ready somewhere between your original and the employer's counter can help you respond confidently. Remember: They're expecting you to negotiate, so don't be disappointed if they start with something low.

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Check out [Money Matters](#), Indeed's new destination for all things pay, including tips on navigating tricky conversations, access to our latest pay research and more. You can also hear directly from the people who've achieved their pay goals for advice and inspiration.

When you really want—or need—a job, it can be easy to find yourself agreeing to something below your bottom line. That’s why it’s important to take an inventory of your finances to make sure that you’re not sacrificing what you need to live comfortably, pay off debt, and save for the future. However, money isn’t everything. Make a list of all the things the company affords you, whether it makes your life easier (such as free meals or a short commute) or something you can leverage for the future (such as new skills).



Once you’ve done that, you can do a cost-benefit analysis: if the salary they offer is or lower than your bottom line, is this opportunity worth taking?

Your budget

- Needs (50%)
- Wants (30%)
- Savings (20%)

Company perks

- Skills
- Short commute
- Prestigious title

Cost-benefit

- What are you willing to financially sacrifice?
- Is this opportunity worth it?

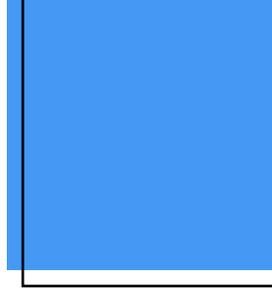
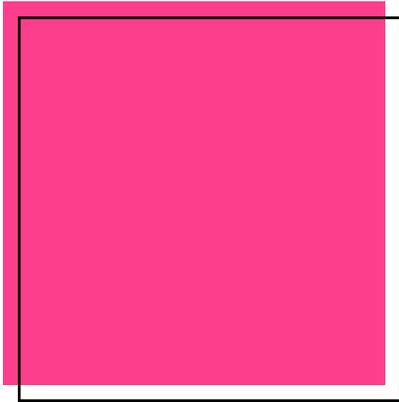
Step four:

Think beyond the paycheck

Did you know you may be able to ask for things in addition to money? Every company is aware that to get the best talent, they need to be competitive. This means offering benefits in addition to your salary, otherwise known as full compensation. This includes things like:

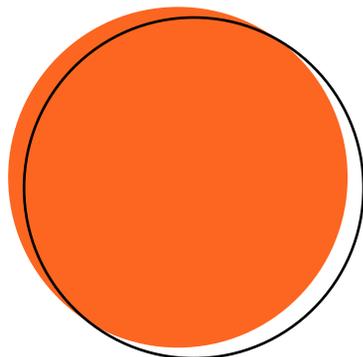
- **Flexibility**
- **Higher commission**
- **Start date and moving costs**
- **Stock options**
- **Travel**
- **Career development**

After you've settled on the right salary, follow it up with, "Now I'd like to discuss my full compensation package." Make sure that before this conversation, you've already prioritized what you want. Be ready to explain why what you want is a benefit to the business. For example, if you're asking for career development, be specific about what classes or conferences you want to attend and show them how you'll use those skills in your job.



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Another reason you may want to ask for an increased salary is to cover any costs you're accumulating by taking the job. For example, if you're relocating to a new city for the job, you'll have to pay moving expenses as well as any costs associated with selling or leasing your current home. If you're taking a position further away from home, you'll have to factor in commute expenses such as train fare or gas and wear and tear on your vehicle. It's not unusual for candidates to ask employers to adjust compensation to account for your expenses.



Step five:

Make your case

In order to get top dollar, you have to demonstrate to them that you're a top performer. What's most important is to show how your work impacted the bottom line, quantifying it as best you can.

When choosing your wins, consider what you want to do moving forward. Don't talk about something you didn't enjoy doing - even if you hit it out of the park - instead, focus on a win that positions you for this new job. That means taking into account the requirements listed in the job description and integrating that into how you talk about your wins.

- **Obstacles you overcame**
- **Times you went above and beyond**
- **Time you took initiative**
- **Accomplishments you're proud of**
- **Programs, processes or products you've created**

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Find your original job description and use it to write a new one based on what you actually accomplished. Compare the two and focus your wins on the scope change. It's likely you did much more than was originally asked of you.

Show your superpowers

Companies don't just hire people for their skills, they hire them for who they are. In addition to your accomplishments, be ready to talk about the things that make you stand out. Make sure to tie them back to your work and how you've seen them impact others. For example, "I'm a really positive person and have seen how my cheerleading has motivated the team. In particular, there was a project..."—then expand with a story about how your skill impacted the organization. Some superpowers include:

- **Enthusiasm**
- **Positivity**
- **Detail-orientation**
- **Empathy**
- **Efficiency**
- **Innovation**

If you're having trouble identifying your superpowers, think about who you can help give you perspective. Don't just reach out to friends, make sure you're also talking to trusted co-workers and mentors.

Tell the story

Many people (especially women) are often socialized to be humble, so singing your praises can feel like bragging—rest assured that it's certainly not. Explaining your hard skills, soft skills, and qualities is a necessary part of the hiring and negotiation process, both for you and the employer. Remember, you won't get paid what you're worth unless you've communicated to them that you're actually worth it! If you don't tout your achievements, who will?

You can also use the **STAR** framework to think about and communicate your achievements:

Situation.

Give us some background: Who, what, when, where?

Most importantly, what was at stake? Make this as compelling as possible.

Task.

What were you asked to do?

Action.

What did you do? How did you do it?

Result.

What happened? What was the impact? What did you learn? Quantify it as much as you can. If you're unsure how to quantify it, who can help you?

Step six:

Rehearse your responses

“How much do you want to make?”

Cite your market research. Demonstrate that while you understand salaries are determined within a range, given that you're a top performer, you'll be asking for the highest amount. You can also object to answering the question, citing that you'd prefer to learn more about their budget, as well as the role, for fear of overpricing yourself before a fuller understanding of the job scope.

On an online application, if it's Rockstar money or bust, put it. However, if you want to increase your chances of scoring the interview, put the Feelin' good number. That way you'll get in the door and if/when you get to the negotiation stage, you can ask for more based on a better understanding of the scope of the role plus more market research.

“That's too high for us. We were thinking something closer to x.”

Our response can be simple: “That's a great starting point.” The goal is to get them to work with you to find creative ways to get closer to the number you want. That could mean a raise in a shorter period of time, it could be more full comp.

“I'm sorry but we just can't do that.”

This is when you dive into the full compensation conversation since oftentimes companies can spend money on career development even if they're out of salary budget.

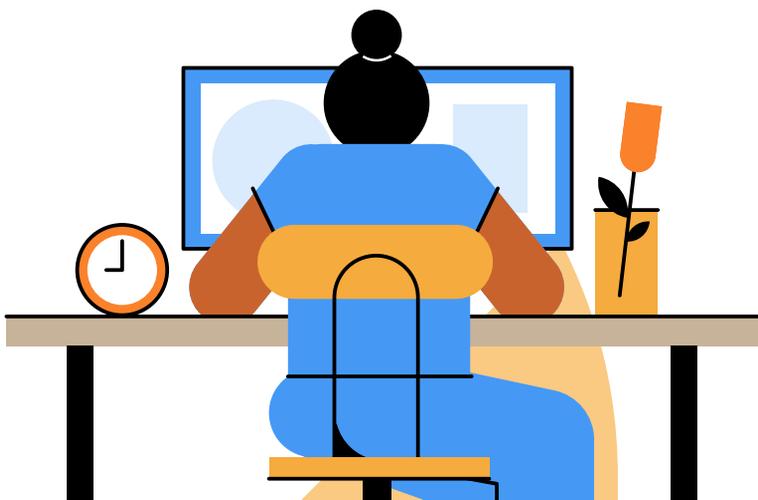
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Throughout your pitch, avoid words that could undercut your position, such as “believe”, “feel”, “think”, “just”, “only” and “might”. These words can make it seem that you are not confident or sure—and if you convey uncertainty, the employer may feel uncertain, too. Go into the conversation knowing that you deserve a raise and communicate your confidence with strong words that leave little room for negotiation.

Don't be afraid to walk away

In some cases, an employer may not be able to meet your minimum salary requirement or offer additional benefits that make it worth your while. Or the employer may counter-offer with a salary that's higher than their first offer, but not as high as your request. In this case, you'll need to decide if the job is worth the lesser amount.

If it's less stressful than your current position, is closer to home, or offers you more flexibility or more free time, you may be open to taking a lower salary. However, if not, you should consider walking away and seeking other opportunities elsewhere.



Step seven:

Get paid

Salary negotiation is a critical step in the hiring process. By taking the time to talk through why you feel you need more compensation, you can help employers better understand the value you provide. As with any new skill, the more you negotiate, the more you'll improve and the easier it will become. By using these steps to negotiate your salary, you can walk into the conversation confident, prepared and ready to secure the pay you deserve.

Express gratitude

Once you reach the job offer phase of the hiring process, you've probably invested a great deal of time and energy applying, then interviewing for the position. The employer has also invested time in the process, so it's crucial you address this by thanking them for their consideration. Be sure to share any specific reasons why you're excited about the job, such as the culture or the product.

Even if you end up declining the offer, it's important to do so in a friendly and professional manner. After all, you never know what opportunities they may have available for you in the future.

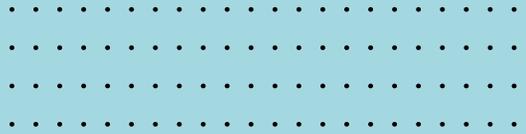
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Have more to say about pay? Join the conversation on **Indeed Community**. You can take part in an existing discussion or start a new one to get support from peers, experienced job search guides, and Indeed employees.

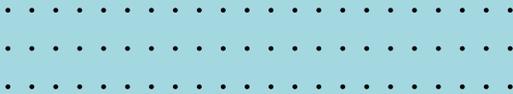
Remember...

- 01 Shift your mindset** - The more confidence you convey, the more confident the employer will be in their consideration of your feedback.
- 02 Calculate your market value** - Getting paid what you're worth starts with having the right information, so use online tools, like the **Salary Calculator** to research.
- 03 Ready your range** - Choose three numbers (Rockstar, Feelin' good, and Bottom line) to use as the framework for the negotiation.
- 04 Think beyond the paycheck** - Consider your full compensation package, including benefits, schedule, and career development.
- 05 Make your case** - Use evidence of your wins and superpowers to tell the story for why you're worth more.
- 06 Rehearse your responses** - Plan a script for your conversation, equipped with your salary range, full compensation needs, and evidence to back it up.
- 07 Get paid** - Hopefully your conversation ends with you getting your desired compensation, but no matter what, you can walk away knowing that you made the effort and furthered your negotiating skills.





You've got this!



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