

# **Salary + Total Compensation Negotiation You Can Do It!**

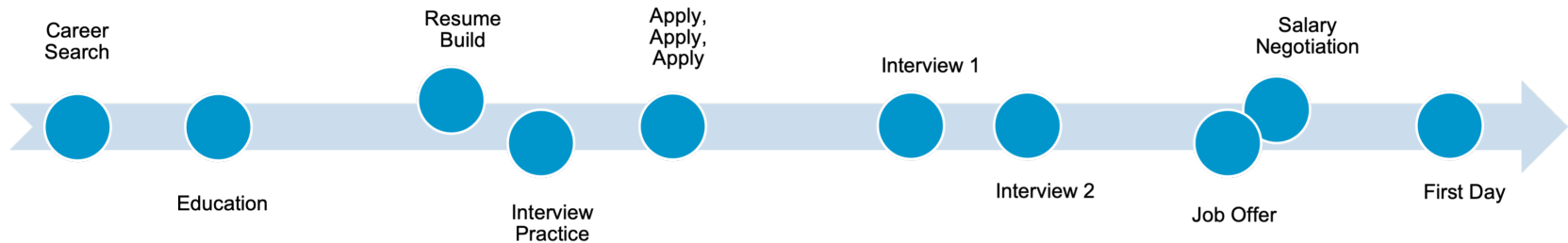
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# Agenda

- Why Salary Negotiation is Important
- How to Research the Job Market & Company
- Other Negotiables Besides Salary
- When & How to Start the Conversation
- Talking Points to Navigate the Negotiation
- “Map Your Career” Reality Check Tool
- Best Practices on Accepting or Declining offer

# Yay, You Got the Job Offer! But You're Not Done Yet



“

**Women in Washington  
made 78 cents per dollar  
of men's earnings...**

-Seattle Times 2018 article

Women are struggling to catch  
up with men's pay, especially in  
Washington state

”

**“ Black women make 63 cents per dollar of white men’s earnings.**

**Latina women make 55 cents per dollar of white men’s earnings.**

**”**

**-NationalPartnership.org - 2021**



“

**Only 38% of new graduates negotiate with employers when receiving a job offer.**

- [Salary.com 2017 article, New Grads, Don't Lose Out](#)

”

# Why Don't People Negotiate?

- Low morale due to trying job search
- Embarrassed
- Not good enough (low self esteem)
- Fearful they will pull job offer
- Appear greedy
- Appear ungrateful



# Most Employers *Expect* Negotiation

## Didn't Negotiate

\$50,000 per year

\$51,500 next year

5 years later:

\$58,000

## Negotiated 10% more!

\$55,000 per year

\$56,650 next year

5 years later:

\$64,000



# It's just a conversation...

- Don't apologize
- Be confident and friendly
- Facts over feelings
- No lies!
- Remember you are awesome
- Know you will earn your pay and work hard
- They are lucky to have you

YOU ARE  
KIND.  
YOU ARE  
SMART.  
YOU ARE  
IMPORTANT.

# Most Watched Video – Career Spots

[Negotiating an Offer](#)

Find [more Career Spots Videos](#) on our webpage!



# When & How?



# Part I

# Research the Job Market

# Research Pay

- [Glassdoor.com](https://www.glassdoor.com) (Salaries)
  - [Payscale.com](https://www.payscale.com) (Input info, get a range)
  - [Salary.com](https://www.salary.com) (Input job title, location)
  - [LinkedIn](https://www.linkedin.com) (Under Jobs page, “Salary” tab)
- 
- Get the range for your geographic area (example: lowest: \$27 – highest: \$35)

# Ask People & Research Company Perks

1. Use LinkedIn to ask your connections in the industry.
2. Ask people who work the company that you know or have a connection to them.



## What To Say

- People in industry/similar job title (people not at company)
- Use LinkedIn or email or phone call

*“I would like to get your opinion on a salary range and total compensation. I’m **exploring new career opportunities as an entry-level Public Health Outreach coordinator**. Anything you can share? My research shows \$55,000-\$65,000 so far. If I’m in a position to help you in the future, I would be happy to do so. Thank you!”*

## What To Say

- People at the company if you have a connection to them and feel comfortable reaching out.
- Be careful you aren't disclosing confidential information; some interviews are confidential.

*“I’m exploring career opportunities at ABC company. Do you know if there is anything specific I could negotiate as part of the total compensation package? I’ve done my salary research using Glassdoor, but I’d also appreciate your input!”*



# Part II

**Total  
Compensation  
Package:**

**Other  
Negotiables**

# Possible Negotiables

- Tuition waivers
- Student loan payback/repayment plans
- Paid professional conferences
- Signing or Hiring bonus
- Free parking
- Work-from-home days or telecommuting
- Extra vacation time
- Yearly bonuses
- Free or discounted bus passes
- Use of company car
- Job title
- Office space (cubicle versus office with door)
- Relocation allowance
- Professional Association membership fee
- New equipment (laptop, cell phone)

# Part III

## Total Compensation Package:

## Other Items That Could Save You Money

# Consider More Than Money

Consider if you get:

- Free food
- Convenient location (less commute \$, more time in your day)
- Growth opportunities or project involvement
- Work/life balance
- High profile company name to add to resume
- Travel opportunities
- Manager you'd get to learn from
- Excellent Medical Benefits/Insurance Coverage

**Let the  
Negotiation  
Begin!**

# Be in a good frame of mind

- Peppy Music (Eye of the Tiger)
- Big smile
- Morning wellness activity (walk meditation, coffee, tea)
- Vision board “Why you are awesome”
- Feel Confident!



# **“We’d like to offer you a salary of...”**

## **(Possible Responses)**

- *“Thank you! Is the offer open to negotiation?”*
- *“Thank you! My research from Payscale.com shows this range...What can we do about that?”*
- *“Thank you! Based on my 3+ years of experience I’d bring to the team, I’d like to negotiate the offer.” (Increase by 20%)*
- *“I’m excited to receive this offer. I know I can add value to the organization. Can you send me the total compensation package so I can review it in preparation for negotiation?”*
- *“Thanks for the offer, I can’t wait for the next step in the process! When can I expect to receive the offer in writing and get back to you with the details?”*

# **“Our offer is firm, we need to pay based on what we pay current employees.”**

- *“I understand. Is there flexibility regarding a hiring bonus or could we negotiate an extra week of paid vacation time?”*
- *“I see. Does your company offer yearly bonuses based on performance? Can you tell me more about the total compensation package?”*
- *“I understand. Is there anyway we can make this work for both of us? Can you tell me more about the total compensation package?”*
- *“I see. Is there potential for growth in which a salary increase would be possible within the first year on the job based on performance? Do you have a Pay for Performance model or Commission-Based pay incentives?”*



# Give Compelling Reasons Why

## Good reasons to give:

- My degree in xyz
- My experience with xyz
- My transferrable skills in xyz
- My research shows...

## Bad reasons to give:

- My mortgage
- My child support
- My car is broken
- I need a new \_\_\_\_\_

# Role Plays – Video Examples

- [How to Negotiate Your Salary with Ramit Sethi](#)
- [Entry-level career example](#)
- [Ask for more \\$ after job offer](#)
- [Ask for a raise & title change first year on the job](#)

# Reality Check

- Know Your "Decline Offer & Walk Away" point
- Only accept the job if it's right for you and your situation
- Average time in a job is 3 years



# Resource – MapYourCareer.org Self-Sufficiency Calculator Tool

MAP  
your  
CAREER

ABOUT CAREER MAPS POPULATION RESOURCES PDF

## LABOR MARKET INFO

Use the [Labor Market Info](#) page to gather additional information on the economy by area throughout Washington such as unemployment, occupation specific wages, and projections.

## REGISTERED APPRENTICESHIP

Use the [Registered Apprenticeship](#) page to learn more about what being an apprentice is like as well as resources to begin taking steps toward finding and applying for apprenticeship programs in Washington.

Many of these resources are based on the Standard Occupational Classification System (SOC). While most occupation titles used in Map Your Career directly mirror this classification system, some reflect industry-specific terminology and are not directly represented in SOC codes.

## REFLECT

## SELF-SUFFICIENCY CALCULATOR

Use the [Self-Sufficiency Calculator](#) to help assess current budget and individual/family needs, calculating next steps needed to achieve long-term financial self-sufficiency.

# Taking Time to Think or Declining Gracefully

- “Thank you so much for the offer and discussing how we can make this work for both of us. May I take the evening to think about it and get back to you with an answer first thing tomorrow?”
- “Thank you for the opportunity to interview. It was great to meet the team. After much thought, this is not the right fit for me at this time.”
- “Thank you for taking the time to interview me and I enjoyed learning more about the company. I’ve decided to accept a job closer to home.”

# More Resources: AAUW Salary/Compensation Negotiation

[American Association of University Women](#)

Website covers Gender Pay Gap, The Motherhood Penalty, Women & Retirement, and The Future of Work

- Sign up for a free account to access “Work Smart and Start Smart: Salary Negotiation” online course and workbook

# LWTech Career Services (W201E)

- 1:1 appointment with a career specialist (virtual or in-person)
- Resume and Cover Letter development
- Job Search help & LinkedIn Profile development
- Mock Interviews and referrals for free interview clothing
- Access to employment events (employer panels, guest speakers, internship/externship opportunities, and job fairs.)
- Visit our webpage: [LWTech.edu/CareerServices](https://LWTech.edu/CareerServices)
  - Career Spot Videos
  - Hire Lions Powered by Handshake online job board
  - Follow us on LinkedIn – LWTech Career Services
  - Self-enroll for free in LWTech Career Strategies Canvas Course

Contact us to schedule an appointment at (425) 739-8113 or [Career.Services@LWTech.edu](mailto:Career.Services@LWTech.edu)

