

SALARY NEGOTIATION 101

How to get paid what you deserve



Hi, I'm Claire!

I'm a career coach and the founder of Ladies Get Paid.

Ladies Get Paid provides tools, resources, and community to help women thrive in their careers.

Since our launch in 2016, we've grown to more than 30,000 women worldwide.

Last year, I traveled to 18 cities, hosting events for women to talk about work and self-worth.

**It's a lot worse
than I thought.**

**60% of today's college
grads are women. Less
than 22% make it past
middle management.**

**Black women make
68 cents to the dollar.
Hispanic women make 55.**

**Female doctors make
\$100k LESS THAN MEN.**

Overview



- 1 Shift your mindset
- 2 Understand your market value
- 3 Talk about your wins
- 4 Calm your nerves
- 5 Make the ask

**I want to make more
money because _____**

Shift your mindset

Negotiating is an opportunity



- 1 I'm worried they won't like me
- 2 I feel lucky to have the opportunity
- 3 I think I need to under-price myself to be competitive
- 4 It feels like me against them
- 5 I'm afraid I might lose the opportunity

**Understand your
market value**

What should you charge?

1

Where to look

- Doximity, Monster, Medical Group Management Association, Merritt Hawkins
- Alumni network

2

What to look for

- Size of facility
- Location
- Years of experience

3

Who to ask

- Recruiters + headhunters
- Friends of friends of friends
- White men

4

How to ask

- “Here's the ballpark I found. Am I off-base?”
- “What's the ballpark you make?”

**Who are three people
you can ask for help?**

**Know your
numbers**

Negotiating framework



Rockstar money

The highest number you can say
with a straight face



Feelin' good

The number you think is right and
you'd be happy to take it



No, thanks

The lowest you'll go - anything
below, you're walking

What's your rockstar money?

How to figure out your bottom line



Make a budget



Write out everything this
company gives you



Prioritize your spending: what are
you willing to give up? What are
your dealbreakers?

Full compensation

You can get more than money



- Flexibility
- Sign on bonus
- Career development
- Vacation time
- Commute
- Timetable for review

**Prioritize what you want
+ make the business case**

Know your worth

Do you have imposter syndrome?

- Tend to dismiss or down play your accomplishments
- Discount praise
- Overwork or over-prepare
- Constantly worry about being fired
- Dwell on mistakes and/or critical feedback
- People please
- Strive for perfection
- Fear of failure
- Tendency to get burned out
- Sometimes self-sabotage
- Less likely to speak up, apply for a job, or ask for help

What you can do



Track when you're feeling it



Validate + thank yourself



Make a brag book



Reward yourself



Have a plan



Recognize your superpowers

**Talk about
your wins**

What have you accomplished?

Don't forget about the future

- 1 Obstacles/challenges you overcame
- 2 When you went above and beyond (compare to original job description)
- 3 Times you took initiative
- 4 Things you're proud of

Tell the story

STAR method

- 1 Set the scene
- 2 Tell us about the task
- 3 Action - what you did
- 4 Result - what happened? What was the impact?

Don't forget your superpowers



- Interpersonal skills
- Enthusiasm, positivity
- Leadership
- Detail-oriented
- Team builder
- Large network
- Institutional knowledge

**Identify your superpowers
- who can you ask to
give you perspective?**

Calm your nerves

What you can do



- Question your assumptions
- Consider the other side
- Gain perspective
- Accept your fear
- Protect your energy
- Do it for someone else

Be aware of the double bind

The penalization of women who act outside the “norm”



- Speak communally
- Adopt positive body language
- Express appreciation and empathy
- Emphasize the team as well as larger goals
- Smile (I know...)

Negotiating at a new job

They ask what you make / made

This may be illegal

- Option #1: Tell them the truth but pivot quickly to what you want to make.
- Option #2: “I make in the low five figures.”
- Option #3: “My boss prefers I keep the number confidential.”

They ask what you want to make

- Option #1: “According to my research, a typical rate for a person with my experience makes between x and y. Because I’m a top performer, I’d be looking for the higher end.”
- Option #2: “I’d love to give you a figure but I’m afraid I may go too high and lose the opportunity. If you can share your budget, that will help us get to a figure that works for both of us.”
- Option #3: “I would prefer to learn more about the position and how I could contribute to your team before discussing salary.”

They low-ball you

- Option #1: “X is a great starting point, but I’d like to discuss this further.”
- Option #2: “I definitely understand budgeting issues, and I want to be as flexible as possible to work with your team. I'm excited about joining your company, and would like to explore whether x is possible given my specific experience and skill set.”
- Option #3: “What can we figure out together to get this closer to what I’m looking for?”

They give you an offer

Congrats!

- Buy time
- “This is a major life decision and I want to discuss it with my family. I’d like to request [x time] to confirm. Is that a possibility?”be looking for the higher end.“
- Get it in writing

You have another offer

- Option #1: “I’ve received another offer that’s very compelling on salary, but I really love the mission of your company and think that it would overall be a better fit for me. Is there a way we can get closer to x salary?”
- Option #2: “They’re offering me x amount of money so how can we figure out a scenario in that respects the budgetary restraints here but gets closer to what I’m looking for?”

Negotiating at a current job

You're unsure of when to ask

- Find out when the budget cycle is and schedule a meeting with your manager to make sure you're doing the work that gets you rewarded.
- “I want to talk about opportunities for growth at the company. I want to make sure I'm doing a great job.”

They won't budge or say that no one else is getting a raise

- Option #1: “When is the next time that we can discuss this? I’d love to get something on the calendar to figure out if what I'm doing meets your measure of success. You tell me exactly what I need to do to get paid what the market will bear for a top performer like me.”
- Talk about full-comp

You have another offer

Congrats!

- Option #1: “I really want to stay here. I love working for you and I’m invested in this company. If you were in my situation, what would you do?”
- Option #2: “I’ve worked here for x years and this place feels like home. I have a lot more I’d like to contribute. Is there any chance you could match the other offer?”

Practice

Hirer / Employee



How much do you want
to make?



What's your current
salary?



We can't afford that



There's no room in the
budget

**When you do well,
we all do well.**

Now go get paid.

 claire@ladiesgetpaid.com

 [ladiesgetpaid](https://www.instagram.com/ladiesgetpaid)

 ladiesgetpaid.com