

LADIES' BADASS SALARY NEGOTIATION CHEAT SHEET

My Future Salary:

Pay inequality is a reality. Women often have a hard time negotiating a higher salary because of internal and external forces. The statistic show that in the United States, women make a percentage of the salaries of white men: Asian 87%, White women 79%, Black or African American 63%, Hispanic or Latina 54%. *It's not always true, of course. I know some bad ass women who have been successful in getting more pay, so here's a step-by-step guide on how to negotiate a higher salary. **Welcome to the negotiation revolution!**

This is why I deserve it,

GRATITUDE + ATTITUDE

First, take a deep breath and remember why you're doing this. You want to negotiate a good salary because you like working at this company, right? Make sure you're not so caught up in the nerves and frustration about asking for money that you forget to be grateful and excited about your future at this company. This doesn't mean that you have to be "nice" and "sweet" - this is advice often given to women in negotiation and that's bullshit. It's okay if you have a resting bitch face, just make sure to communicate that you enjoy your job and want to continue working there so they know that you're worth the investment (and not just ready to rage quit). You want to communicate that you really want the job and that a higher salary will motivate you to be a better employee.

RESEARCH YOUR MALE COLLEAGUES' SALARIES

The most important aspect of negotiation is to understand your audience and know their budget. When recruiters are working with hiring managers to help them fill an open position, one of the first questions they ask is "what's your budget?" so they can know what level of seniority the hiring manager can afford. Unfortunately, when you're job searching, you don't always have the insider information into the budget but you can do your research on typical market rates for your industry. Use Salary.com, Glassdoor, Payscale, or Robert Half's Salary Guide to research typical salaries for your position in your city to find out what salary you should expect. Also, compare notes with people in your industry to check these salaries with the reality. Check with your male colleagues to see if their salaries are higher (and then ask for that!)

GET THE \$\$\$ YOU WANT

Now that you've done your research, you can decide on the salary that you want to ask for. First, pick two numbers: your stretch salary and your comfort salary. It's important to stretch yourself out of your comfort zone and ask for a salary that is higher than what you could imagine asking for. It's always important to ask for more than what you want because the company will always be prepared to negotiate down. When you ask for the higher number, you have a buffer of room to negotiate and still be happy with the outcome.

POKER FACE

It's important during negotiation to stay on track and not apologize or make excuses for why you're asking. Stay away from personal details about why you need. Choose your words wisely and then use silence in your favor. It's actually pretty simple: just state the salary number that you're looking for and say a couple sentences about the value that you've brought to the company and the research you've done on salaries in your industry. Sometimes when we're nervous, it's easy to get off track. Instead, get comfortable with making someone else uncomfortable for a moment. They may need some time to react and make calculations in their head. Give them some space and silence to think through their budgets and add digits to your salary.

PRACTICE, PRACTICE, PRACTICE

You can't control the final offer, but if you follow the steps above, you will get closer than you ever would have been otherwise. If you negotiate through the steps above and they still offer you a salary that is lower than you want, you negotiate on the benefits like more PTO, a higher 401K contribution, or a sign on bonus. Companies can sometimes have access to \$ for a sign on bonus when they don't for a salary. Practice negotiation whenever you can: try to get free HBO from your cable company or practice bargaining for a lower price when you're shopping. The more you practice, the more natural it will feel to negotiate.

IMPORTANT NOTE: NO ONE IS GOING TO FIRE YOU OR DECIDE NOT TO HIRE YOU BECAUSE YOU ASKED FOR MORE MONEY. EMPLOYERS DON'T SEE NEGOTIATION AS A THREAT. IF THEY DO, THEN YOU DON'T WANT TO WORK FOR THEM ANYWAY! YOU WANT TO WORK FOR AN EMPLOYER WHO SUPPORTS YOU AND WANTS TO PAY YOU THE HIGHEST SALARY IN THE INDUSTRY. IF THEY DON'T, THEN BY-EE! QUESTION? MARYBLALOCK.COM OR EMAIL MARYKBLALOCK@GMAIL.COM