

# SALARY NEGOTIATION TIPS AND MYTHS

A light blue watercolor splash is located in the top-left corner of the white text box.

DON'T LET  
ANYONE TREAT YOU  
LIKE FREE SALSA...

YOU ARE GUAC,  
BABY GIRL.

**GUAC.**

# DISCUSSION QUESTIONS:

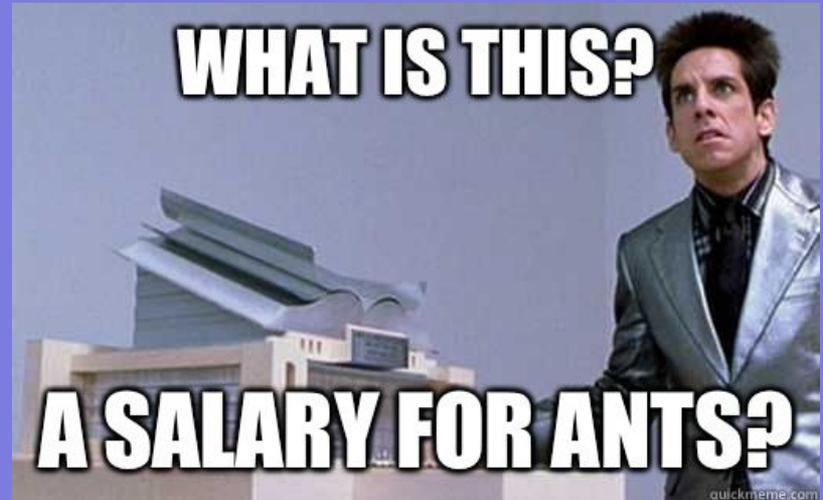
HAVE YOU NEGOTIATED FOR A POSITION?

IF NOT, WHY?

# OVERVIEW

- Background & Gender Gap
  - Why Negotiate
  - How to Overcome Fear
  - How to Negotiate
  - Non-Salary Benefits
  - The Real Cost of Turnover
  - The Hiring Manager Perspective
  - Activity
  - Resources
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# BACKGROUND & GENDER GAP



# GENDER PAY GAP PERSISTS

- WOMEN EARN 77.9 CENTS FOR EVERY DOLLAR EARNED BY MEN.
- By mid-career, men are 70% more likely to be in executive roles than women
- By late career, men are 142% more likely to be in VP or C-suite roles

# GENDER GAP IN NEGOTIATION

- Over 55% of women are apprehensive in negotiating, unlike male counterparts at 39%
- While 46% of men consistently negotiate salaries, only 30% of women do
- Only 41% of millennial women stated they had negotiated any part (salary and/or benefits) of their job offer when they accepted their current job

# MILLENIAL WOMEN

- Only 21% stated they negotiated any part of their offer on the first job they took out of college
- Reasons:
  - 66% reported not knowing how to ask for more
  - 63% felt uncomfortable negotiating
  - 58% were afraid of losing their job/offer
  - 56% didn't know what to ask for
  - 55% didn't want to come across as pushy
  - 51% didn't know they should ask for more

# WHY NEGOTIATE?

## Think Bigger than one paycheck:

Each salary acts as a benchmark for your future earning potential...

Example:

25-year-old who is offered a salary of \$50,000

Negotiates it to \$55,000

Will earn **\$634,000 more over 20 years**

# WHY NEGOTIATE?

- **Think Outside the Box:**

You aren't just asking for a bigger paycheck. You are advocating for yourself and showing your employer that you have done the research to understand your worth in the labor market.

- **What's Your Why?**

Knowing why you want to negotiate is just as important as knowing how much you should be asking for.

# DISCUSSION QUESTIONS:

WHAT CHALLENGES HAVE YOU HAD WHEN NEGOTIATING?

WHAT HAVE YOU NOTICED ARE YOUR STRENGTHS WHEN NEGOTIATING?

# TIPS TO OVERCOME THE FEAR

When ur anxiety goes away and having  
no anxiety gives you anxiety



# TIPS

- **Educate yourself:**

Research salary ranges FIRST

- **Budget:**

Know what you can and cannot afford

- **Think long-term:**

Salary is not the only factor, research benefits (parking, healthcare, professional development, tuition, partner benefits, housing, travel, etc.)

# TIPS

- The salary **reflects the job**, not you
- **Employers expect this:**

They're not going to pull the job offer because you ask

- Use data, **not feelings**
- Always speak **in person** or on the phone:

Tone and body language matter

# HOW TO NEGOTIATE

**I'D SAY THE NEGOTIATIONS WENT MUCH BETTER THAN EXPECTED.**

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**BEDTIME WAS PUSHED BACK 10 MINUTES.**



# NEW POSITION

- Research before the interview
- Research during the interview
- Do not attempt to negotiate before you have received an offer
- Prioritize your list of negotiable items
- Show your interest and enthusiasm in the position
- Begin negotiating salary first
- If you do not get the salary you wished, discuss non-salary items

# NEW POSITION

- Don't make demands, ask questions
- Negotiate with the right parties – know who has the ultimate authority (may not be HR)
- Be prepared to walk away
- Keep quiet, wait for answers
- Focus on what's in it for them
- Leave emotions outside
- Be confident in your value
- Use researched information
- Smile – be positive and likeable
- **Get it in writing**

# EXISTING POSITION

- Schedule a meeting to discuss salary
- Know your value
- Prepare examples of how your work has benefited the company and how you wish to grow with company
- Start the conversation knowing it's a negotiation, the outcome isn't assured

# EXISTING POSITION

- If your raise is denied, hopefully your manager will tell you why - if not ask
- If asking for a new title:
  - Print out your job description
  - Print an example of a new position
  - Highlight how you're already doing that or how you're going above and beyond

# NON-SALARY BENEFITS

Don't overlook these!

- A Better Title
  - Vacation Time
  - Transportation Reimbursement
  - Flexible Scheduling
  - Tuition Reimbursement
  - Professional Development Funds
  - Parental Leave
  - Health and Wellness Benefits
  - Work Phone
  - Moving Expenses
  - Community Service
  - Charitable Contribution Matching
-

# THE REAL COST OF TURNOVER:

AVERAGE COST TO ONBOARD AN EMPLOYEE IS \$4,129

- **Cost of hiring a new employee:** advertising, interviewing, screening, and hiring
- **Cost of onboarding a new person:** training and management time
- **Lost productivity:** it may take a new employee 1-2 years to reach productivity of an existing person

# THE REAL COST OF TURNOVER:

- **Lost engagement:** other employees who see high turnover tend to disengage and lose productivity
- **Customer service and errors:** new employees take longer and often less adept At Problem Solving
- **Training cost:** over 2-3 years, a business likely invests 10 to 20% of an employee's salary or more in training
- **Cultural impact:** whenever someone leaves, others take time to ask why

# 6 TO 9 MONTHS IN SALARY

SHRM predicts that every time a business replaces a salaried employee, it costs 6 to 9 months' salary on average.

EX: Salary of \$40,000 a year, that's \$20,000 to \$30,000 in recruiting and training expenses.

# THE HIRING MANAGER PERSPECTIVE



# CALCULATED RISK

- Theme of passion in the industry
- Want to move up in office but offices are often small so maybe can't - think about the value of change
- Although it can be scary, the best way to raise your salary is to move positions rather than incremental in same position
- Be a risk-taker
- Don't think of it as leaving, instead spread your wings
- You're leaving an institution or department but not a sector

# BE INTENTIONAL

- Be intentional if thinking about switching:
- What skills do you want to learn?
  - Managing
  - Budgeting
  - Finances
  - Risk Management
- What are your concrete goals?
- What are the parameters for the change you're looking into?
  - Ask your manager for guidance for development in a broader sense

# COME READY

- Tools:
  - Job descriptions
  - Market data
  - Be prepared for the reality that you may not go where you want it to go
- Remember:
  - Manager may have personal desire to help you but may have institutional requirement unable to

IMPLICIT BIAS

ACTIVITY

KNOW  
your  
WORTH  
... THEN ADD TAX

# VALUE WHAT YOU BRING TO THE TABLE:

How do my accomplishments, contributions, skills, and work experience demonstrate value or the contributions I will make in this role?

Consider the following bullets:

- professional accomplishments: awards, certifications, and recognitions
- contributions to significant projects or work outcomes
- skill areas where I have particularly excelled
- measurable, positive work output and project outcomes

# REFLECTION

Did you have a similar experience to me when I did this activity?

- Did you find it difficult to quickly and easily come up with answers to these bullets?
- Did you think of an item to write down and then question if it really was an accomplishment, significant contributions, or worthwhile to write down?
- Did you start to question your entire existence? ... ok - maybe this one was just me ...

# HOMework

*I got hot sauce  
in my bag*

- Really consider each of those bullet points
  - Pull out a copy of your resume
  - Make sure that the brand you are representing reflects your value
-

# PRO TIP:

**PRO TIP:**

**If you eat donuts  
fast enough,  
your Fitbit will think  
you're jogging.**

- Keep the list with you
- Print Action Words Resume Guide
- Print job description you're interested in
- Highlight where they align
- Use this in your Cover Letter
- Use this to see where they don't and try to build those skills

# RESOURCES



# RESOURCES:

- Books:
  - “Ask For It: How Women Can Use the Power of Negotiation to Get What They Really Want”
  - “Women Don't Ask: The High Cost of Avoiding Negotiation--and Positive Strategies for Change”  
Authors: Linda Babcock, Sara Laschever
- [Glassdoor](#) 88% of hiring managers view informed candidates as quality candidates
- [Chronicle Data](#) Search faculty, staff and adjunct salary by State, College and Sector

# RESOURCES:

- [Higher Ed Jobs Professional Salaries](#)
- 2017-18 Professionals in Higher Education Survey conducted by The College and University Professional Association for Human Resources (CUPA-HR)
- Findings reflect detailed aggregate salary information from:
  - 1,110 Institutions
  - 358 Professional Positions
  - Resulting in a sample of more than 219,000 higher education professionals

# RESOURCES:

- [PayScale](#) helps employers and their employees understand the right pay for every position and effectively communicate about compensation
  - Your Salary Report
  - Career Advice
  - Salary Negotiation Guide
  - Gender Pay Gap

# RESOURCES:

- [NASPA](#) Student Affairs Administrators in Higher Education
  - [Debunking the “Mythsquitos” of Pay Equity and Tips on How to Capitalize on Negotiation Opportunities](#)
  - [Negotiating Salary as a First-Generation/Low-SES Professional](#)

THANK YOU!

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