



career guide

negotiating a salary

ASU Career Services offers a comprehensive on-line Career Guide designed to help you evaluate career options, learn about internships and launch your career. The Career Guide includes detailed information about cover letters and resumes, interviewing, business etiquette, portfolios, graduate school admission processes, effective job and internship search strategies and more. Visit the Career Guide at asu.edu/careerguide.

Negotiation Defined:

The art of negotiating is the process of pursuing a goal in a dialogue with another person or persons. Its resolution is one in which all involved should feel satisfied. Negotiating should not be an adversarial process. Before beginning any negotiation, do your research and be organized, know what you want, and be realistic. Be knowledgeable about non-salary forms of compensation, and be willing to consider them as part of the total package.

Non-Salary Methods of Compensation:

Flex time	Commuting expenses/parking
Signing bonus	Maternity/paternity leave
Yearly/quarterly bonus	Child care expenses
Moving/relocation costs	Life insurance
Profit sharing	Optical insurance
Retirement/401 K	Health/dental insurance
Stock options/equity	Company car
Incentive savings	Cell phone
Paid vacation time	Club/association membership
Laptop/personal computer	Corporate recreation facilities
Educational reimbursement	Public transportation reimbursement

4 Common Non-Salary Negotiated Items

- Relocation-cost reimbursement
- Early reviews with the option for a salary increase
- Signing bonus
- Vacation leave

Tips for Success:

- Come to the table with confidence.
- Always start the process with positive comments regarding the company and the position.
- Know what you can deliver and be able to communicate it in tangible terms.
- Understand your strengths and why/how you are unique.
- Demonstrate your willingness to go the distance for the company during the early stages of the interview process.
- Provide ample justification that what you are asking for is fair and reasonable.
- Have clear evidence that your price is in line with the market or with that of other employees in similar jobs in the company/industry.

- Practice the negotiation session.
- Never accept a job offer on the spot.
- Develop an understanding of the best time in the process to negotiate.
- Avoid commitment words: always, must have, deal-breaker, never, won't consider. Successful negotiations require restraint, and appearing impatient or greedy will work against you.
- Be sure both sides win.
- Know when to stop the process.
- Don't run the risk of starting off on the wrong foot by making them resent you because you played hardball over salary.
- Consider negotiating other aspects of your offer: benefits, vacation, bonuses, start date, relocation costs, etc.
- Gain an understanding of the company evaluation process and future increases.
- During the process, hear what is being "communicated;" not just what is being said. Listen for leading questions: "How does that sound to you?" or "Tell me how you feel about that?"
- Be aware of body language and other subtle signals.
- Be sensitive to the goals, issues and risks of the individual(s) with whom you are negotiating.
- Your negotiating goals, rationales and alternatives should be presented in business terms, addressing the position under discussion, not your lifestyle goals.
- BE REALISTIC!

**Things to Consider
When Responding to a Job Offer:**

The current demand in the job market for your expertise

The urgency of the company's need to fill the position

The degree to which you feel you have
sold the employer on your value

The size and financial strength of the organization

The company's internal flexibility to adjust salary levels