Understand Where You Have Leverage in Salary Negotiations

➢ The leverage graph (amount of leverage over time) for a salary negotiation is always the same.
➢ You have no leverage until an offer is made.
➢ The moment an offer is made your leverage is at its highest point.
➢ As soon as you accept an offer, your leverage diminishes, but not to zero.

The Chopra Leverage Graph

Steps in a Salary Negotiation

1. **The Negotiation Starts with the Job Search**
   - Ask about salary ranges when you start networking. Get a “ballpark” range; give “ballparks” if necessary, e.g. $25K-$50K, $50K-$75K etc.
   - Check online sources (Glassdoor.com, LinkedIn, 990s for non-profits).
   - Protect both your current salary and your salary requirements from disclosure.

2. **Get - But Don’t Accept - the Offer**
   - When you get an offer, say positive things, but don’t say “yes.” Ask for all information, including benefits, in writing.
   - Ask when they need to hear back from you. Schedule a time to speak. That’s when the negotiation will happen.
3. **Prepare to Negotiate**

- Analyze the offer. What’s the minimum you can accept? What would make the offer thrilling?
- Compare all elements of your current compensation package to the new package:
  - How much will healthcare cost? What is covered?
  - What is the 401K like? When do you vest? Is there a match?
  - How much annual and sick leave do you get now compared to the new offer?
  - What’s the bonus potential, if any?
  - Do they offer telecommuting or schedule flexibility?
  - How long is the commute—time is money (and sanity)
- List the items you want to negotiate in priority order.
- Practice asking for those items—out loud!

4. **Negotiate the Offer**

- Always negotiate in real time—in person, via Zoom, on the phone. Never negotiate in an email or voicemail.
- Always ask for more money, but decide how aggressively you need to push:
  - “Do you have any flexibility on the salary?”
  - “Based on my research, the range is $X-$Y, and I was expecting to come in close to the top of that range.”
  - “I would really love to come work for you, but I have another offer that is $Z. Can you match that?”
- Leave is valuable, always ask. For example: “I currently get four weeks of leave. I’m assuming you can match that?”
- **GET THE FINAL AGREEMENT IN WRITING!**

**Use Multiple Offers to Increase Leverage - Carefully**

- Avoid ultimatums.
- Communicate with employers about impending offers or the existence of another offer.

**Things to Keep in Mind**

- There is no need to “justify” why you are asking for more—you earned the right to negotiate when they offered you the job. Just ask.
- Be prepared for silence. Ask for what you want, then pause and wait for the response.
- Keep the tone light. You can ask for everything you want with warmth.
- The goal of a negotiation is to make sure you have gotten everything they are prepared to give. It’s not a failure if you don’t get everything you ask for.
- Some negotiations will take multiple rounds, especially for complex offers.