



TOP 10

Salary Negotiation Tips



Dr. Michele Williams



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Professor Michele Williams, Tippie College of Business, University of Iowa, has taught negotiations to executives, startups, MBAs and undergraduates at leading schools of management for over 15 years. She speaks widely on factors affecting women as negotiators, leaders, and business owners.

01 Set High Aspirations

High Aspirations are related to your negotiation outcomes. If you think about it, people rarely offer you more than you asked for. The trick is taking time to research the market rate for your position and industry. You also need an understanding of and confidence in the unique value that you bring to the table. **Resources:** [glassdoor.com](https://www.glassdoor.com/); [levels.fyi](https://www.levels.fyi/); [LinkedIn.com](https://www.linkedin.com/).

02 Engage Your Social Network

Your social network is an important source information and support. Having a close network of trusted individuals who know each other and a broad network of individuals who don't all know each other is useful both during the job search process and when you are advancing your career within your current organization.

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03 Negotiate Your Mindset

Some of you have never negotiated your salary; others have only done so occasionally or with a great deal of stress. Are you concerned about other people disliking you? thinking you're greedy? or behaving rudely or angrily? Acknowledging and managing the stressors that you associate with negotiating allows you to walk into a negotiation with confidence.

04 Translate Your Experience into Bankable Skills

Keep a brag book or as Leah Murphy, founder of Gems for the Journey, calls it "Proof of Performance." When employers ask you why you deserve that promotion or to be at the top of the pay scale, have your proof ready. Provide evidence of how you have contributed to your team's goals, your client's success, and your organization's strategic objectives. Back up your perspective with emails from clients and superiors about your contribution, charts, and graphs with numbers showing your impact, etc.

05 Think Broadly

Salary is only one aspect of your compensation package. Think broadly about the value you place on both tangible and non-tangible aspects of the job. Health benefits, flexible work hours, commute time, working from home, stock options, job titles, and extra vacation days are all aspects of a package that can be negotiated in many industries.

06 Strengthen Your B.A.T.N.A.

B.A.T.N.A. stands for your "Best Alternative to a Negotiated Agreement." It's what you will do if you walk about from the bargaining table, in other words, your "no deal option." The better your "no deal options" the more power you have in the negotiation. For example, if you have three job offers from tech companies, you have more power in a salary negotiation than if you have no other offers.

07 Own Your Power

Reframe your interpersonal skills as the leadership behaviors they reflect. For instance, when you help departments iron out their differences, and people in your firm praise you for being nice or a team player, thank them, of course. However, also reframe your actions for them as mediation, conflict resolutions, or as creating a shared vision for the department's joint work. Your framing should make it clear that you were demonstrating "promotable" leadership skills not just being nice!

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08 Leverage Silence

When you set your aspirations high and make your ask, wait silently until the other side responds. Silence expresses your confidence in your offer and gives the other side space to think and reply. If you fill the silence with apologies, explanations, or concessions, you weaken your position and run the risk of negotiating against yourself.

09 Engage Powerful Non-verbals

Negotiation is about influencing others. When you show up with confidence, others may tell you you are "too much" or "too aggressive." Your non-verbal signals of power, how you use your voice and body language, can reduce backlash while still showing others your confidence and power.

Book Recommendation: Presence by Amy Cuddy

10 Practice, Practice Practice

Negotiations can be won or lost in preparation. After you use the tips above to prepare, be sure to practice. You can practice with friends, with a coach, or in front of a mirror. Hearing yourself asking for more and talking about your unique skills aloud will help you say these things with confidence when the negotiation arrives!



Dr. Michele Williams
Trust • Negotiate • Innovate • Lead

Nice People
Can Be Effective
Negotiators!





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The research and work of Dr. Williams (University of Michigan, Ph.D.), focus on

- Building Cultures of Trust & Collaboration
- Women in Leadership & Entrepreneurship

Dr. Michele Williams, a tenured, associate professor and the Henry B. Tippie Fellow in Entrepreneurship, is a member of the Management & Entrepreneurship faculty at the University of Iowa's Tippie College of Business. In addition, she is a scholar with the Smith Family Business Initiative at Cornell's Johnson College of Business and on the board of W.E. Cornell, a program for emerging Women Entrepreneurs. Previously, she was a member of the faculty at Cornell University and MIT's Sloan School of Management.

She has authored papers and case studies, published in notable academic journals, and speaks at academic and professional conferences on her topics of research. She produced a unique course offering on Women in Leadership, Negotiation & Entrepreneurship and has spoken on this topic at JP Morgan. She has co-authored The Four Capabilities Leadership Assessment—an online 360° assessment used by organizations to enhance the leadership potential of managers.



Dr. Williams earned her Bachelor of Arts degree in Psychology at Johns Hopkins University, her Master of Arts degree in Education from Teachers College, Columbia University, and her Ph.D. in Organizational Behavior from the Ross School of Business, University of Michigan.

Connect with Dr. Michele

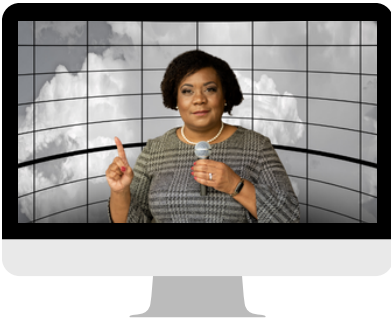
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