



# SALARY NEGOTIATION DO'S & DON'TS

## FOLLOW THESE SIMPLE RULES ...

... for salary negotiation and you should achieve success in this important strategic tool of job-hunting (by: Randall S. Hansen, Ph.D.; Quintessential Careers – <http://quintcareers.com>).

- Do make sure you've done your research on the salary you should expect for the position you're seeking. \*Note: For salary ranges, use the Internet resources listed below and your Career Center.
- Don't bring up salary before the employer does. And do delay salary negotiation for as long as possible (until you know exactly what the position entails).
- Do be aware of your strengths and achievements. And do be sure to demonstrate the value you'll bring to the employer.
- Don't inflate your current earnings just to get a higher salary offer.
- Do let the employer make the first salary offer. And do, if asked, say you expect a salary that is competitive with the market or give a salary range that you find acceptable.
- Don't feel obligated to accept the first salary offer (especially if you're not sure about the job or the company). And do negotiate salary if you believe that the offer made is inadequate.
- Do try to obtain other concessions (shorter review time, better title, better workspace) or benefits (vacation time, bonuses) if you aren't successful at negotiating the salary you want.
- Don't get overly aggressive in negotiating the salary you want.
- Do look at the entire compensation package. Don't focus just on salary.
- Don't enter salary negotiations as part of an ego trip or part of a game.
- Do get the job and salary offer in writing.
- Don't continue to interview after accepting a

job offer. Likewise, do not accept multiple job offers thinking you can accept the one with the highest salary and just withdraw from the others.

## INTERNET SALARY AND COST OF LIVING CALCULATORS

- **Job Seekers Salary Calculator (NACE)**  
[www.jobsearchintelligence.com/NACE/jobseekers/salary-calculator.php](http://www.jobsearchintelligence.com/NACE/jobseekers/salary-calculator.php)
- **Salary Negotiation and Job Offer Tutorial**  
<http://quintcareers.com/job-offer-tutorials>
- **Salary Wizard**  
<http://swz.salary.com>
- **Salary Center**  
<http://monster.salary.com>
- **Salary Information for New College Graduates (NACELink)**  
[www.nacweb.org/research/salary\\_survey/](http://www.nacweb.org/research/salary_survey/)
- **ACCRA Cost of Living Index**  
<http://coli.org/>

## RESPONDING TO AN EMPLOYER SALARY REQUEST

**Q:** Where do I list salary/history information?

**A:** The following are the options available for listing your salary/history information:

1. Cover letter (please see examples #1 and #2 included in this packet)
2. Separate salary request letter
3. Never on your résumé
  - Salary history is a written record of your past, annual salary range for each employer listed on your résumé (please see example below).
  - Salary requirement is the minimum, annual figure or range you will accept. Employers ask for it verbally or in writing. Do your homework first, your minimum requirement might become the employer's maximum offer.



When completing a job application, it is recommended that you do not give a specific figure for “desired salary.” Instead, say one of the following:

- 1. Open
- 2. Competitive
- 3. Negotiable



Please read individual application instructions very carefully. A prospective employer may require a specific figure or a salary range to be listed on the application in order for the application to be considered “complete.”

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**SAMPLE SALARY HISTORY**

**DAWN A. SUPERWORKER**

**Present Address:**  
111 North Water Street  
Platteville, WI 53818  
608.342.1234  
superworker@uwplatt.edu

**Permanent Address:**  
333 Lutfisk Drive  
Wonewoc, WI 53968  
Cell: 608.778.1234  
superd@hotmail.com

**SALARY HISTORY**

COMPANY NAME/ TITLE	BEGINNING SALARY/ ENDING SALARY
Seth Peterson Cottage Conservancy, Lake Delton, WI Fundraising Assistant (June 2004-Present)	\$26,500 - \$29,500
Museum of Art & History, Milwaukee, WI Communications Assistant (January 2003-June 2004)	\$22,000 - \$23,000
Dubuque River Museum, Dubuque, IA Intern (September 2002-December 2002)	Unpaid
Athletics Department, UW-Platteville, Platteville, WI Work Study Student (September 1999-December 2001)	\$6.00/hr - \$6.50/hr
Mound View Cafe, Platteville, WI Barrista (July 1999-August 2001)	\$5.50/hr - \$7.25/hr

(Updated: 01/28/11)

# EXAMPLE #1:

## SAMPLE COVER LETTER WITH SALARY REQUIREMENTS INCLUDED

JOHN STEIN  
4501 River View Terrace  
Algonquin, NY 19002  
621-984-3357  
johnstein@hotmail.com

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June 24, 20xx

Julia Edmonds, Director of Financial Networking  
Bank of the World  
1220 Warwick Ave.  
Newport News, VA 23607

Dear Ms. Edmonds:

I am a highly skilled administrative and accounting professional with a cross-functional background in business administration and operational strategies and accounting projects. I have had extensive experience with a broad range of professional and supervisory positions and would welcome the opportunity to contribute to your organization's plans.

Accustomed to fast-paced environments where deadlines are a priority and handling multiple jobs is the norm, I enjoy challenges and will work hard to achieve your objectives. If you are seeking a qualified and productive individual who looks at challenges as opportunities to learn, then I am the right person for the job.

Enclosed is my résumé for your review. Some of my key strengths and achievements include:

- Capable of quickly assessing an organization's financial and administrative management procedures, information systems and internal controls to ensure that records are accurate, controls are adequate and operations are efficient, effective and in compliance with applicable laws and regulations.
- Highly developed financial and business communication skills with the ability to successfully interact with an exceptionally diverse range of customers and business partners.
- Excellent organizational, interpersonal and communication skills with the flexibility and experience required to adjust to rapidly changing schedules and shifting priorities.
- Exceptional ability to concurrently manage complex accounts receivable projects while meeting rigorous regulatory standards, strict budgets and demanding schedules.

My administrative skills and practical knowledge are well suited to the goals of your company. In response to your request, an acceptable salary range for this job, based on your description, is \$35,000-\$40,000, not including benefits or supplements. I would appreciate an interview to discuss the ways in which my skills and abilities could assist you in accomplishing your goals. Of course, you may contact me directly at any time.

Thank you for your time and consideration.

Sincerely,

John Stein

Source: [www.nothingbutcoverletters.com](http://www.nothingbutcoverletters.com)  
(Updated 01/28/11)

## EXAMPLE #2:

### SAMPLE COVER LETTER IN RESPONSE TO SALARY REQUIREMENT REQUEST

John Oakley  
7 Greenway Court  
Eugene, OR 97401  
503.555.0303  
Oakleyjohn@mailserver.com

July 10, 20xx

Ms. Deanna Kindig  
Dell, Inc.  
One Dell Way  
Round Rock, TX 78682

Dear Ms. Kindig:

My varied customer service and training experience, along with my extensive educational background, make me an ideal candidate for the corporate trainer position posted in your career center.

Much of my previous work experience has been in customer service and the tools and techniques I have learned from this industry apply directly to the skills corporate trainers need such as speaking effectively, facilitating group discussion, solving problems, developing rapport, organizing, meeting goals and managing groups.

My extensive educational background including a bachelor's degree in marketing, with minors in human resources and communications and postgraduate work in teaching and counseling will help me add new perspectives and ideas to your department.

I know I can be a key player on your training team and I would like the chance to prove that to you.

Per your request, an acceptable salary range for this position, based on the description and my research, is \$45,000-\$55,000, not including benefits or supplements. My requirement is flexible and negotiable, depending on such factors as additional benefits, faster salary reviews and increased advancement opportunities.

Thank you for your time and consideration.

Sincerely,

John Oakley

Source: [www.quintcareers.com](http://www.quintcareers.com)  
(Updated 01/28/11)

## SALARY NEGOTIATION: VERBAL AND WRITTEN

[WWW.FINDING-THE-PERFECT-JOB.COM/  
SALARY-NEGOTIATION-LETTER.HTML](http://WWW.FINDING-THE-PERFECT-JOB.COM/SALARY-NEGOTIATION-LETTER.HTML)

Many people wonder if it is best to verbally negotiate or to negotiate in writing. There is no right answer. The choice should be based on your preference and comfort level.

### GUIDELINES FOR NEGOTIATING SALARY VERBALLY:

These guidelines are for negotiating salary verbally after receiving a job offer from an employer.

**Step 1:** Thank the employer that offers you the job and express how pleased you are to have received an offer. You may want to take some time to consider the offer. Ask the employer if you may have some time and give a specific date that you will notify the employer about your decision.

**Step 2:** State that you feel the rate of pay should be higher based on your experience, skills, education or previous earnings. Provide the specific salary range you are looking for.

**Step 3:** Review the employer's counteroffer. If it is acceptable, respond accordingly. If you are not sure, or want to continue to negotiate, ask for some time to think about the new information and confirm a date for your response.

**Step 4:** You may also request additional compensation in the form of other benefits besides base pay.

**Step 5:** Identify the amount acceptable to you and be prepared to accept less if the employer is not willing to negotiate.

**Step 6:** Ask for a written offer letter and carefully check that the rate of pay, bonus and any other compensation accurately reflects all verbal agreements.

## "HOW DO I BRING UP NEGOTIATING SALARY AFTER I HAVE BEEN OFFERED A POSITION?"

**PLEASE SEE EXAMPLES BELOW.**

**\*Remember, try to mention a positive statement about how much you like the company before asking for other things. Then, your words will communicate that you appreciate the offer and you are prepared to accept if you can work out one last thing to make the offer perfect.**

**Example #1:** I'm delighted that you are interested in me and I am very interested in the position. Based upon my experience and also because of a variety of expenses I'll have when I graduate, such as paying off my college loan and having to get a car, I'd like to be making around \$32,000. How do you feel about that?

**Example #2:** I really like the opportunity and I know that I could contribute, but I have several other opportunities in the \$30,000 range (don't say it unless it is true) is there a way we could work this out?

**Example #3:** I am excited about this opportunity and I would like to work for ABC company. However, I'm out of college now and on my own and really need \$35,000 as a minimum. Is there a way we can work that out?

**Example #4:** I am very excited about being a part of your team, but according to my research, the salary is a bit lower than the industry standard. Would your budget permit \$45,000 instead of \$40,000?

**Example #5:** I deeply appreciate your offer. This is the kind of position that I have been seeking. I am impressed with the quality of people at your company and I like the idea of working for ABC company and the benefits package is excellent. However, I was thinking that based upon my experience and considering the job profile, a figure of \$37,000 would be more appropriate.

# GUIDELINES FOR NEGOTIATING SALARY IN WRITING

Before going into the letter design, please remember to only negotiate those areas that are key to you accepting the job. If not, you may come off as too demanding or high-maintenance and any offer may be removed from the table.

This is no steadfast formula for the perfect Salary Negotiation Letter, here are some guidelines.

**Paragraph 1:** The first paragraph should communicate that you are very interested in the position and are positive that your experience will be a great fit for the company.

**Paragraph 2:** This is your first area of negotiation. State the original offer and your counter-proposal.

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FREDERICK BRYAN

543 North Water St. • Platteville, WI 53818 • 608.345.0121 • bryan@mymail.net

July 10, 20xx

Dr. Julia Edmonds, Director of Financial Marketing  
Bank of the World  
1220 Warwick Ave.  
Newport News, VA 23607

Dear Dr. Edmonds:

I am very pleased to have received the offer of Assistant Financial Marketing Manager with Bank of the World and look forward to accepting it. I am convinced that my prior internship experiences with the bank, along with my education, will be a great asset for you. The terms of the offer are acceptable with a few minor modifications.

**Base salary of \$35,000 per year.** I have researched the industry norms for the position of Assistant Financial Marketing Manager and believe a salary of \$40,000 is more in-line specifically because I will bring prior knowledge of the bank, the department and the position due to my previous terms as an intern.

**Benefits package.** The benefit package offered by Bank of the World is very generous. I would only ask that the 6 month waiting period be waived.

**Vacation.** I understand that the company policy allows for one week of vacation, despite industry experience. Would it be possible for me to take another week at my own expense?

The position of Assistant Financial Marketing Manager is of great interest to me. I sincerely believe it corresponds to my professional objectives, as well as my experience in financial product launches. I am confident I will be able to make a strong contribution to the bank. I welcome the opportunity to discuss these modifications with you in the very near future and will contact you to see if a meeting can be arranged.

Sincerely,

Frederick Bryan

Make sure to have any back-up information to support your counter-proposal, e.g. the industry average salary. Include how your contribution to the company merits your proposal.

**Paragraphs 3 and onward:** Each subsequent paragraph will deal with another negotiation item and should follow the same rules as paragraph 2. Remember to only negotiate factors that are key to you accepting or rejecting the offer.

**Closing Paragraph:** Restate the fact that you are looking forward to accepting the job offer based on these negotiation items. Close by asking for a meeting time to discuss the letter.

It is a good idea to weave through the letter points that are acceptable to you. This will make the letter more balanced and positive. Please see the sample salary negotiation letter below: