



Salary Negotiation Playbook: Get Paid What You Deserve

Section 1: Understanding Your Worth

Before entering any salary negotiation, it's crucial to know your value in the job market.

1.1 Research Market Salaries

- Use websites like Glassdoor, Payscale, and LinkedIn Salary Insights to benchmark salaries.
 - Compare salaries based on industry, location, experience level, and job title.
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1.2 Assess Your Skills & Experience

- Highlight unique skills, certifications, and achievements that set you apart.
 - Keep track of quantifiable accomplishments (e.g., increased revenue by 20%, led a project that saved costs, etc.).
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1.3 Consider the Full Compensation Package

- Think beyond base salary—look at bonuses, stock options, healthcare benefits, vacation time, and remote work flexibility.
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Section 2: Preparing for Negotiation

2.1 Know When to Negotiate

- Best times to negotiate:
- After receiving a job offer but before accepting it.
- During performance reviews if your contributions have been significant.
- When your job responsibilities increase without a salary adjustment.

2.2 Set Your Salary Range

- Identify your ideal salary, a realistic middle ground, and the minimum you're willing to accept.
- Base this on research and your financial needs.

2.3 Practice Your Pitch

Prepare a confident yet professional response, thanking them for their offer and:

- “Based on my market research and experience, I believe a salary of [£X] is appropriate for this role.”
- “Given my contributions and recent achievements, I would like to discuss a salary adjustment to better reflect my value.”
- Even something simple like “I’m actually looking for £x, what can we do here?”



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Section 3: Navigating the Conversation

3.1 Using the Right Approach

- Keep the conversation positive and collaborative, not confrontational.
- Express enthusiasm for the role while advocating for fair compensation.

3.2 Handling Common Employer Responses

- “We don’t have the budget.” → “Are there other forms of compensation we can explore, such as bonuses or additional annual leave?”
- “Other candidates are accepting this salary.” → “I bring unique skills and experience that align with the company’s needs, and I believe my salary should reflect that.”
- “This is our final offer.” → Weigh your options. If necessary, politely express that you need time to consider.

Section 4: Sealing the Deal & Moving Forward

4.1 Evaluating the Offer

- Look at the total compensation package, not just the base salary.
- Ensure the offer aligns with your long-term career and financial goals.

4.2 Getting It in Writing

- Always request a written confirmation of the final salary and benefits agreement.
- Double-check details to avoid misunderstandings.

4.3 Knowing When to Walk Away

- If the offer is significantly below your market value and there’s no flexibility, consider if the company is the right fit.
 - Be professional and express gratitude, even if declining the offer.
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· SARAH BRYER ·

Illuminate Your Career
& Boost Your Confidence

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To get further support:

To get further support on the above including:

- **Creating an impactful CV**
- **Interview Prep**
- **Networking**
- **Negotiating**
- **First 90 Days**

Book a free call here: <https://calendly.com/intro-vert/free30min>

