

A NEGOTIATION PRIMER

Five steps women can take to achieve better outcomes

AN EXCERPT FROM

Women in the Workplace

2017

womenintheworkplace.com

1. Ask for a raise

Let's start with the basics. Both women and men who ask for a raise are more likely to report getting one than those who don't speak up. And women have more reason to ask: men are more likely to say they haven't asked for a raise because they got what they wanted without asking and are already well compensated.

2. Specify an amount

Women are significantly less likely to ask for a particular amount, but people who are specific receive a greater increase in compensation on average than those who aren't. And interestingly, the actual amount of money you ask for doesn't appear to be as important as just proposing a number.

3. Prepare

Many people take the time to research before a negotiation. A much smaller percentage talk to others about how to approach the issue and rehearse the actual conversation. Make sure you do. There's evidence that people who take those additional steps are more likely to get a raise.

4. Make your best pitch

Women and men who successfully negotiate for a raise (or a promotion, for that matter) are more likely to make the case that they have:

- Demonstrated that they are a high performer
- Taken on a greater workload
- Taken on the responsibilities of the next level

5. Solicit manager support

People who get advice from managers on how to advance and who land stretch assignments are more likely to receive raises. So speak up and ask your manager for help. It's particularly important that women push for this type of support because they are less likely to receive it from managers.

Women are 25% more likely than men to say they didn't ask for a specific amount the last time they negotiated.

“A mentor told me, ‘Look, no one is going to give you a raise, no one is going to give you a promotion unless you ask for it . . . You have to be firm and say, ‘This is what I want. This is what I think I’m worth.’”