

# Negotiate Like a Woman: Getting What You Want (and Deserve)

Way Up Conference  
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# What Do We Know About Women's Compensation?

# What US Female Workers Earn



- ▶ On average **\$0.79 to every \$1** earned by men in 2014 (79%)
- ▶ In full-time management, professional, and related occupations: **\$996 compared to \$1,383 for men.**
- ▶ **Younger women** (20–24 years old ) earn **92.3%** of men's earnings
- ▶ **Older women** (55 to 64 years old) earn just **76.4%** of men's for full-time wage and salary
- ▶ Less than men at **every education level**
- ▶ **White and Asian Men** out earn Women of Every Race/Ethnicity
- ▶ The average full-time working woman will lose **more than \$460,000** over a **40 year** period in wages due only to the wage gap. **To catch up, she will need to work 12 additional years.**

*\*Catalyst Quick Take: Women's Earnings and Income.* New York: Catalyst, 2016

# Why?





# We also know that, compared to men, women...

- ▶ Initiate negotiations 4 times less often
- ▶ Earn \$20K less with the *same degree*
- ▶ Report salary expectations between 3 and 32% lower



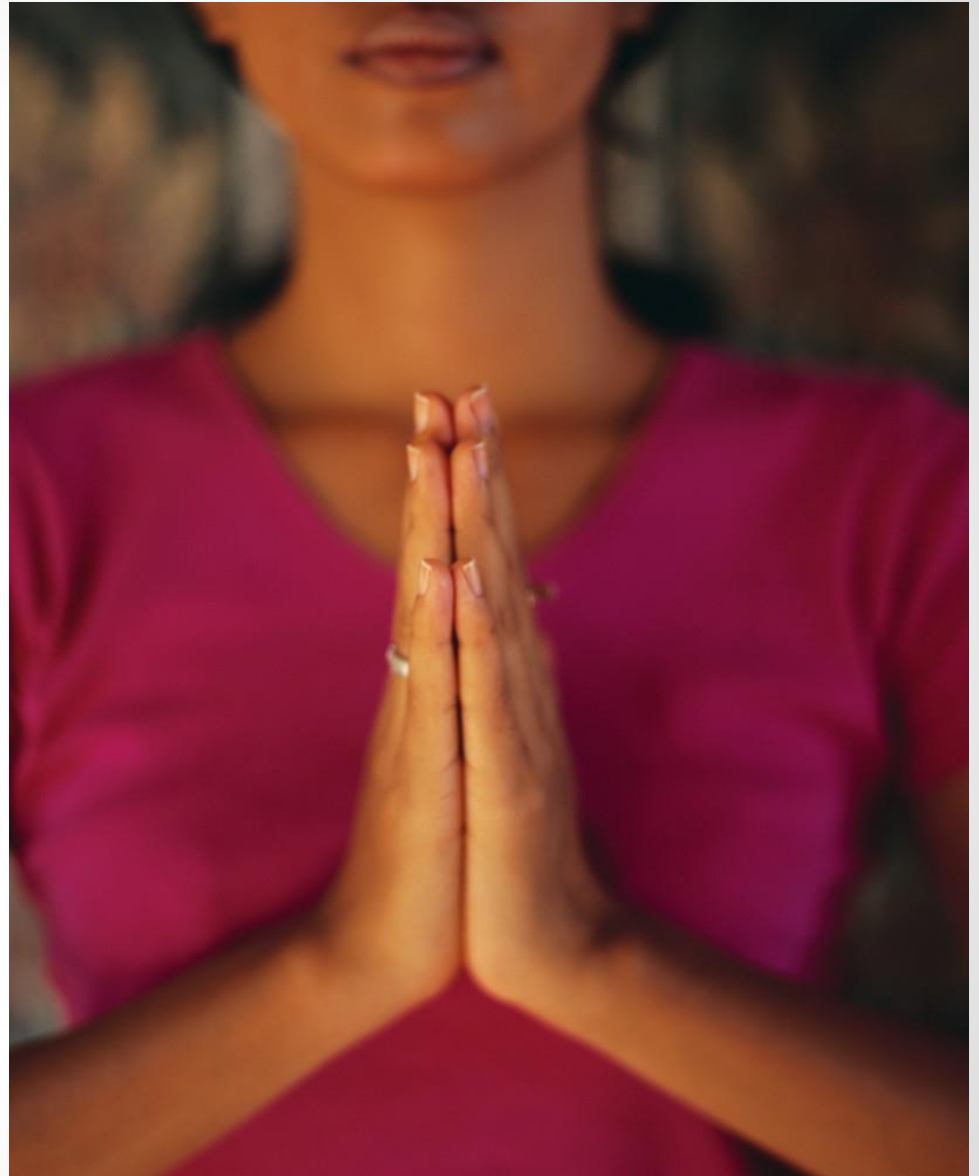
A Society for Human Resource management survey found that 8 out of 10 recruiters were willing to negotiate salary and benefits with job applicants.

Yet only 33% of applicants surveyed said they felt comfortable negotiating.



Why aren't  
women better  
negotiators?

Because we  
don't like to  
**ASK** for what  
we need!



And yet, we  
can fiercely  
advocate  
for others!



# Tips for Improving Your Negotiation Skills

**Before the Negotiations...**

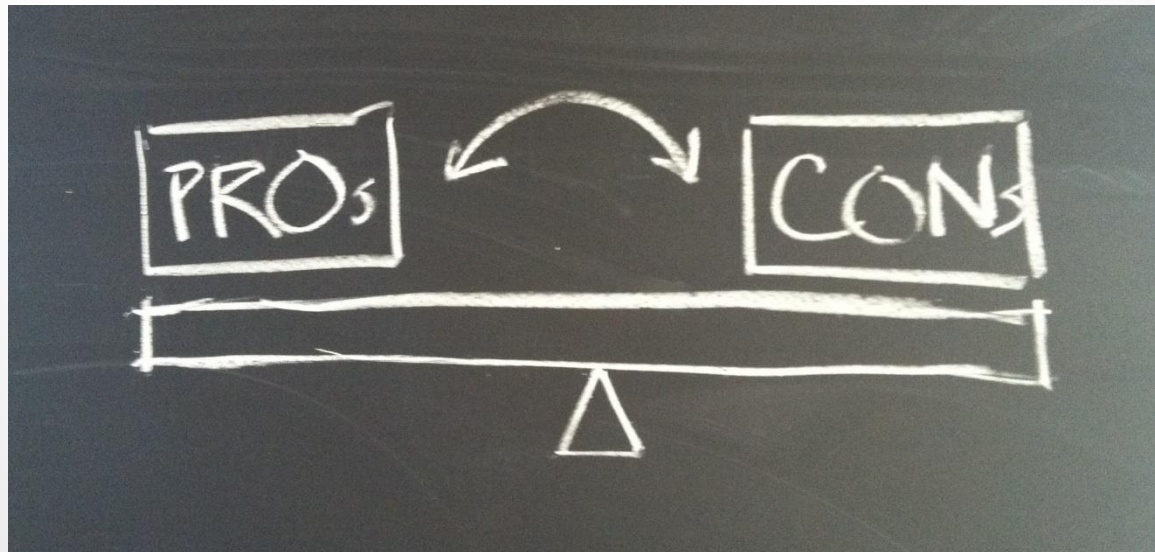
# Do your homework about...

- The industry
- The company
- The position
- The decision makers / process
- The competition
- Salary



# Do a clear-headed self assessment

- ▶ Remember that women accentuate their shortcomings!
- ▶ Get your best friends and coworkers to weigh in.
- ▶ Focus on “general” skills if switching fields.



# Practice



- ▶ **Why are you interested?**
- ▶ **What is your value proposition (why do they need you)?**
- ▶ **Address any obvious weaknesses in your resume**



Get Your  
Groove On

**During The Negotiation Process....**

# Manage first impressions



- ▶ Confidence!
- ▶ Physical appearance
- ▶ Positive body language
- ▶ Eye contact
- ▶ Handshake
- ▶ Smile
- ▶ Communications

# Listen

(70/30 listening to talking ratio)



# Showcase your qualifications...



Tell stories.



Focus on  
accomplishments



Have your  
questions ready  
and get them  
answered

# Show passion and interest




# What should you ask for: think broadly

- ▶ Salary
- ▶ Signing bonus
- ▶ Annual bonus
- ▶ Healthcare benefits
- ▶ Vacation/sick days
- ▶ Stock options
- ▶ Flexibility
- ▶ Professional development
- ▶ Promotion opportunities
- ▶ Project opportunities



# Don't...

- ▶ Let your emotions get away from you
  - ▶ Talk about personal and family matters
  - ▶ Talk about salary until the end of the interview process – let them bring it up
  - ▶ Make a decision immediately – ask for time
  - ▶ Be afraid to say no or walk away
- 

**After Negotiations.....**

# Get the offer in writing





**Make sure all  
your questions  
are answered**

Thank them for  
taking their time  
and give yourself  
time to consider  
your request



# Discussion