

Early negotiation impacts long-term earnings

2025

Did Not Negotiate \$55,000.00

Did Negotiate \$ 62,000.00

Annual △ \$ (7,000.00)

Early negotiation impacts long-term earnings

						Promotion:
						10% Increase
	2025	2026	2027	2028	2029	2030
Did Not Negotiate	\$ 55,000.00	\$ 56,650.00	\$ 58,349.50	\$ 60,099.99	\$ 61,902.98	\$ 68,093.28
Did Negotiate	\$ 62,000.00	\$ 63,860.00	\$ 65,775.80	\$ 67,749.07	\$ 69,781.55	\$ 76,759.70
Annual ∆	\$ (7,000.00)	\$ (7,210.00)	\$ (7,426.30)	\$ (7,649.09)	\$ (7,878.56)	\$ (8,666.42)

Early negotiation impacts long-term earnings

					Promotion:
					10% Increase
	2031	2032	2033	2034	2035
Did Not Negotiate	\$ 70,136.08	\$ 72,240.16	\$ 74,407.37	\$ 76,639.59	\$ 84,303.55
Did Negotiate	\$ 79,062.49	\$ 81,434.37	\$ 83,877.40	\$ 86,393.72	\$ 95,033.09
Annual ∆	\$ (8,926.41)	\$ (9,194.20)	\$ (9,470.03)	\$ (9,754.13)	\$ (10,729.54)

Early negotiation impacts long-term earnings

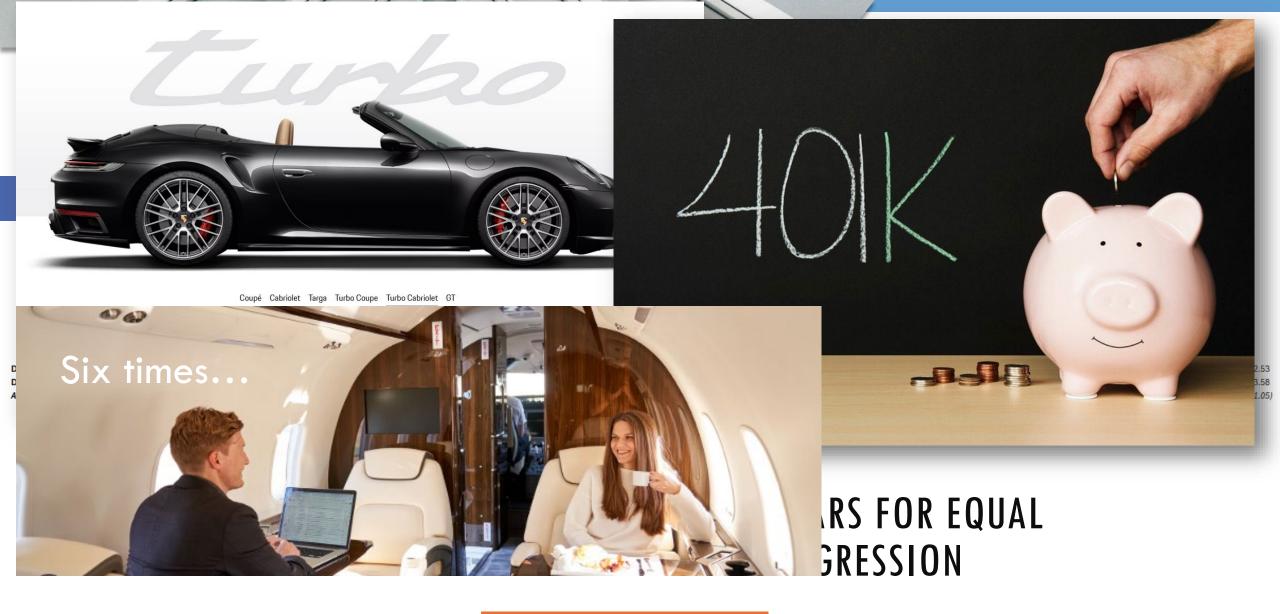
					Promotion:
					10% Increase
	2036	2037	2038	2039	2040
Did Not Negotiate	\$ 86,832.66	\$ 89,437.64	\$ 92,120.76	\$ 94,884.39	\$ 104,372.83
Did Negotiate	\$ 97,884.08	\$ 100,820.61	\$ 103,845.22	\$ 106,960.58	\$ 117,656.64
Annual ∆	\$ (11,051.43)	\$ (11,382.97)	\$ (11,724.46)	\$ (12,076.19)	\$ (13,283.81)

Early negotiation impacts long-term earnings

						Promotion: 10% Increase					Promotion: 10% Increase					Promotion: 10% Increase				
	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044
Did Not Negotiate	\$ 55,000.00	\$ 56,650.00	\$ 58,349.50	\$ 60,099.99	\$ 61,902.98	\$ 68,093.28	\$ 70,136.08	\$ 72,240.16	\$ 74,407.37	\$ 76,639.59	\$ 84,303.55	\$ 86,832.66	\$ 89,437.64	\$ 92,120.76	\$ 94,884.39	\$ 104,372.83	\$ 107,504.01	\$ 110,729.13	\$ 114,051.00	\$ 117,472.53
Did Negotiate	\$ 62,000.00	\$ 63,860.00	\$ 65,775.80	\$ 67,749.07	\$ 69,781.55	\$ 76,759.70	\$ 79,062.49	\$ 81,434.37	\$ 83,877.40	\$ 86,393.72	\$ 95,033.09	\$ 97,884.08	\$ 100,820.61	\$ 103,845.22	\$ 106,960.58	\$ 117,656.64	\$ 121,186.34	\$ 124,821.93	\$ 128,566.59	\$ 132,423.58
Annual ∆	\$ (7.000.00)	\$ (7,210,00)	\$ (7,426,30)	\$ (7.649.09)	\$ (7.878.56)	\$ (8,666,42)	\$ (8.926.41)	\$ (9.194.20)	\$ (9,470,03)	\$ (9.754.13)	\$ (10,729,54)	\$ (11.051.43)	\$ (11.382.97)	\$ (11,724,46)	\$ (12.076.19)	\$ (13,283,81)	\$ (13.682.33)	\$ (14.092.80)	\$ (14.515.58)	\$ (14.951.05)

CUMULATIVE DIFFERENCE OVER 20 YEARS FOR EQUAL PERFORMANCE AND CAREER PROGRESSION

\$ (210,665.31)



\$ (210,665.31)

The Gender Pay Gap Exists

2023 Earnings Ratio for Full-time, Year-round Workers



WHY SOME WOMEN DON'T NEGOTIATE

Fear of Seeming "Pushy"



I already mentioned something, they know what I'm looking for...

Lack of Information



I don't know what the typical compensation for this role is...

Cultural and Social Norms



I don't feel it's my place to tell my future boss how much to pay me...

WHEN TO NEGOTIATE

After Receiving an Offer



I would be comfortable accepting an offer closer to...

During Performance Reviews



I've met or exceeded all my set goals for 2025...

After Taking on New Responsibilities



I've taken on 4 additional duties since my last compensation review...



Budget

HOW TO PREPARE FOR NEGOTIATIONS



Know Your Value

- Document your skills
- Turn your experiences into your brand



Do Your Research

- Bureau of Labor Statistics
- Active Job Postings in the area of interest



Practice Your Ask

- Draft what you will say
- Role play with friends

NEGOTIATION SCRIPTS

When receiving an offer...

"Hi, Carol. Thank you so much for the offer. I am happy to hear that you want to bring me on to the team, and I'm excited to get started. However, I was hoping we could discuss my compensation. I've researched the industry we are in and the current market value. Combined with my qualifications and experience, I would be most comfortable accepting a salary of \$65,000 for this role."

"I understand that the best you can offer for this role is \$60,000. I can accept that with a compensation package that includes one extra week of vacation and the potential to revisit my salary 90 days after being hired. If this is agreeable, I would be eager to accept this role."

NEGOTIATION SCRIPTS

When you already work for the company...

"I have really enjoyed my time working at Global <u>Marketing</u>, Inc. I have spent these last two years learning analytics and SEMRush, and I've met my goals to grow our click-through rate to 3%. Therefore, I'd like to discuss a salary raise to more closely match the industry standard for my role and the skills I have acquired since being hired. I'm requesting for my salary to be raised to \$65,000."

COMMON CHALLENGES

CHALLENGES	WHY	RESPONSE
Imposter Syndrome	Misalignment between self-perception and reality of capability	Pretend your best friend was in the same situation — what would you think/say to them?
Lowball Offers	Companies have incentives to stay under budget	"That is not the offer I was expecting considering the alignment of my skills to the role; I'd like to extend a counteroffer. Can I get back to you tomorrow?"
Rejection	Some companies or roles have rigid pay ranges that cannot bend	Confirm if the rejection is due to the compensation misalignment or other concerns about your resume or interview
		Clearly ask the recruiter or hiring manager for feedback.

FINDING YOUR ADVOCATES

OPENING DOORS YOU MIGHT NOT EVEN SEE

NOT ALL SUPPORTERS ARE THE SAME

Mentor



- Consult and share from their relevant experiences
- Discuss situations
- Makes suggestions

Coach



- Provides feedback
- Prompts with questions
- Holds you accountable

Advocate



- Knows your skills, capabilities, and interests
- Is connected and respected in the relevant communities
- Speaks your name in rooms you aren't in

MY PROFESSIONAL SUPPORT SYSTEM



HOW TO FIND ADVOCATES



Build Relationships



Show Initiative + Reliability



Follow Through on Feedback

- Participate in optional events (5Ks, volunteering, etc.)
- Talk in person | balance professional with casual
- Proactively connect the dots
- Demonstrate your credibility
- Even if you disagree, try it on for size
- Share your experiences back

ACTIVATING YOUR ADVOCATES

"It's not just what you know,
it's who you know - and what
they know about you."

— Hassan Mustefa



Communicate Your Goals

• "I plan on moving into Business Development within the next 3 years."



Ask for Opportunities

"I'm hoping to get a chance to work on Project
 Galaxy, would be open to mentioning that to Jessica?



Share Your Wins

 "I supported the development of the CRM Program we are launching next quarter – I lead the audit of the code for 40% of the project"

PAY IT FORWARD



Celebrate Your Peers

Share/Comment on others' posts on LinkedIn



Share Salary Info when appropriate

Talk with your friends about money



Advocate For Others

How can you connect others to opportunities you see?

Research salaries for your target roles

 Draft a salary negotiation script

3. Identify 2 potential advocates this month

NOM MHYLS

SUPPLEMENTAL RESOURCES

- How to Effectively Counter a Low-Ball Salary Offer
- Ask For It Linda Babcock & Sara Laschever
- The Memo Minda Harts
- Never Split the Difference Chris Voss

REFERENCES

- American Association of University
 Women The Note So Simple Truth
 about the Gender Pay Gap (2023)
- Pew Research Center Gender Pay
 Gap in U.S. has Narrowed Slightly
 Over 2 Decades
- <u>Equal Pay Today Gender Pay</u>
 <u>Gap Statistics 2025: A</u>
 <u>Comprehensive Analysis</u>
- <u>U.S. Census Bureau Income in the United States: 2023</u>
- Indeed Salary Negotiation Scripts

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