

Work \$mart: How To Negotiate To Be Paid What You Are Worth

Over her working life, a woman will earn \$1million less than a man simply because she is a woman.

Don't let this happen to you ...or your daughter...or your mother. Act now.

Eliminate the gender wage gap for you and every woman in America.



Three Aspects of the Gender Wage Gap

To be committed to act, you have to know what the Gender Wage Gap means to you.....

- *What* is the Gender Wage Gap?
 - *How* does it happen?
 - *Why* does it happen?

What is the Gender Wage Gap?

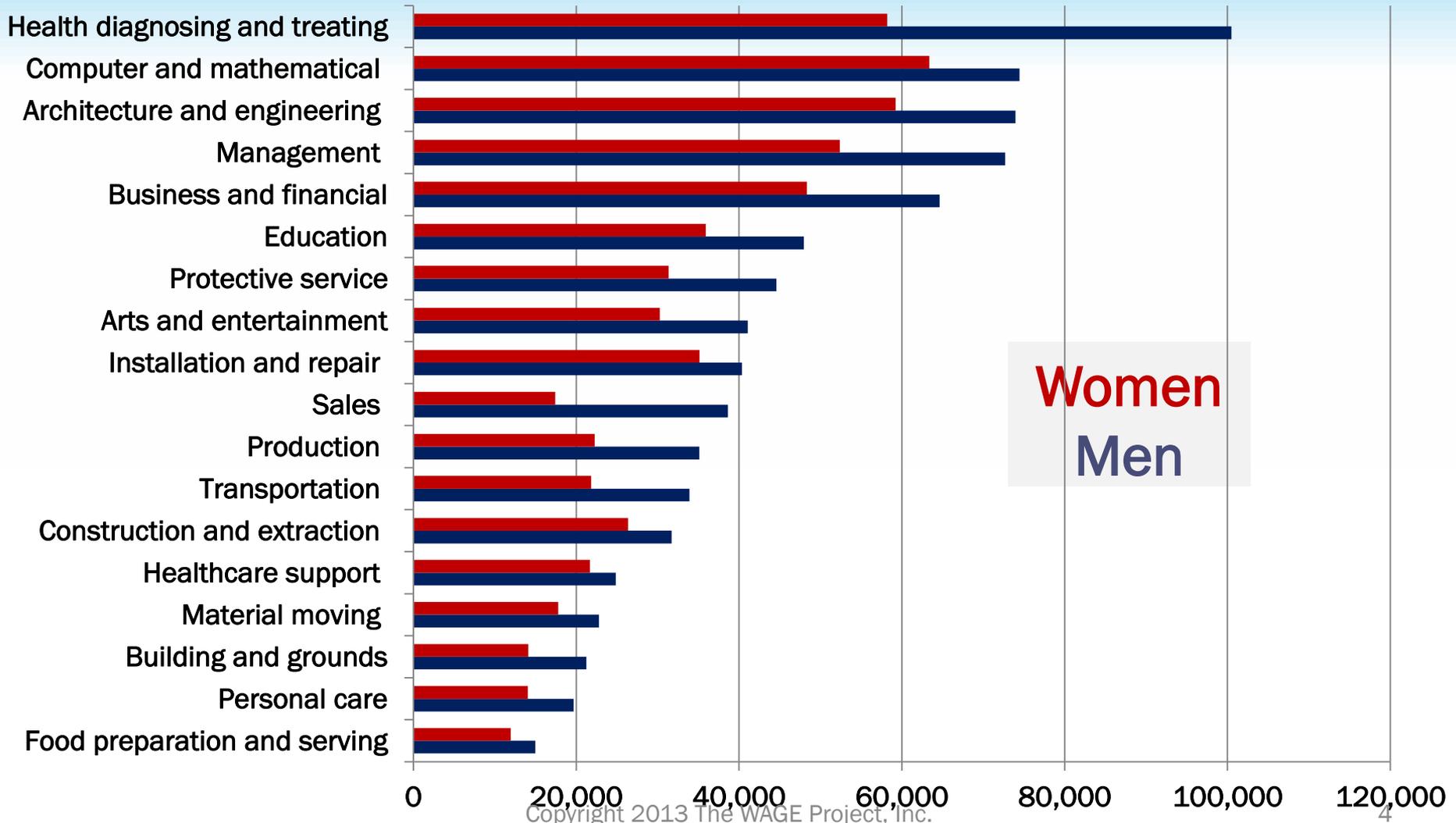
- Who is counted? Who's not?

The most common definition, using federal government data compares year-round, full-time working women to year-round, full time working men

- What is the actual gap today?



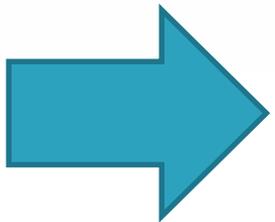
U.S. Median Wage by Selected Occupations and Gender



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How the Wage Gap Happens

	Jane	Mark	Difference
Year 1	\$35,000	\$40,000	(\$5,000)
Year 2	\$37,000	\$45,000	(\$8,000)
Year 3	\$40,000	\$55,000	(\$15,000)
Total			(\$28,000)



The longer you work the wider the gap grows!

Studies Show Part of the “Unexplained” Gap Due To Women Not Asking for Raises

- Women are less likely to
 - Ask for raises - 57% of men attempt to negotiate vs. 7% of women
 - Be approved for raises, benefit changes, flexible scheduling, and promotions - “social and economic penalties for counter-stereotypic behavior”
 - Take credit for themselves (often crediting the team) – over 80% of men choose themselves as the better performer on the team vs. less than 50% of women.
- Women who do ask for raises are often turned down because they seem “pushy” or “bossy.”
 - Women are often better at recommending their friends than themselves
 - women counter-offered with \$7,000 less when negotiating for themselves vs. a friend.
 - Women promoting other women or promoting the team/company are more culturally acceptable.

Why the Wage Gap Happens?

- Biases and stereotyping... that's illegal!
 - “he’s a hard charger; she’s solid, good”
 - “he’s a leader, got a family to support”
- Women talk ourselves out of acting...
 - “If I just do a good job, I’ll get recognized and rewarded”
 - “I’m so grateful to have this job. I don’t want to rock the (my) boat”
 - “Maybe he’s got something I don’t have...”
 - “I can get by on less”

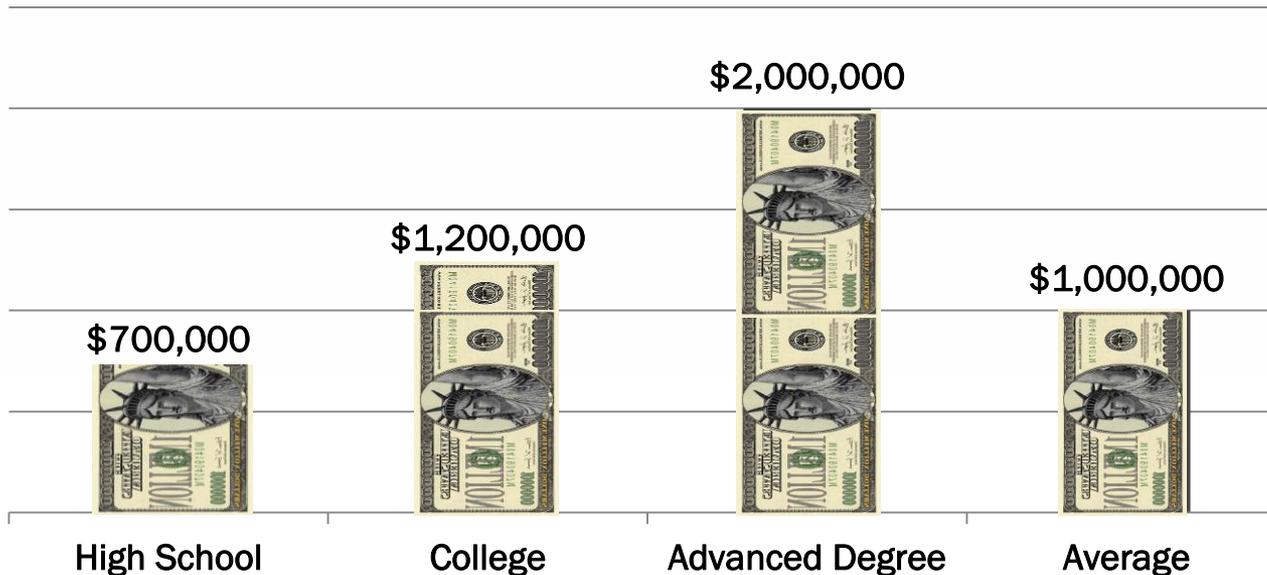
Keep in mind what your salary reflects

- Don't start out thinking your salary is all about *you*
- Your salary is about your job—what doing that job is worth to your employer

Personalize the Gender Wage Gap

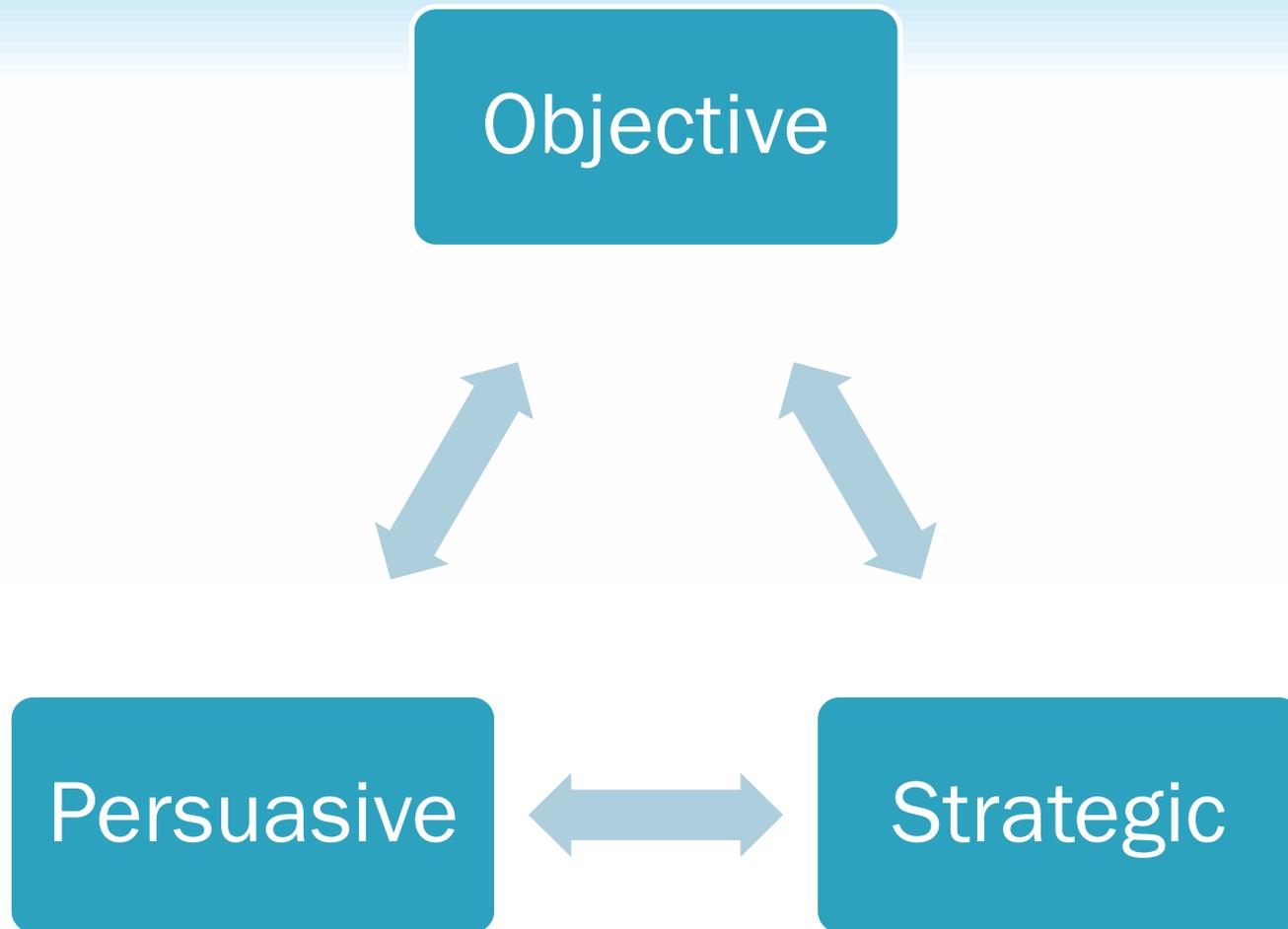
Committed happens when you **personalize** the gap

Difference In Lifetime Earnings Due to Gender Pay Gap



“I want my million dollars.”

Principles of Effective Salary Negotiation



PART 1: Being Objective

Three Steps in Objectivity:

- **Step 1:** Choose the right job title to determine your salary range
- **Step 2:** Determine your target salary
- **Step 3:** Determine your target benefits

Step 1: Choose the Right Job Title to Determine Your Salary Range

- This is the fundamental building block of objectivity
- Your position, no matter how unique, has a job title.
- Choose several if you cannot find one
- Here's how you do it....

www.wageproject.org

WAGE Women Are Getting Even

Over her working life, a woman will earn \$1 million less than a man simply because she is a woman.

Don't let this happen to you ... or your daughter ... or your mother. Act now.

Eliminate the gender wage gap for you and every woman in America.

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WAGE Video

Get Even Video by The WAGE Project

It's not about taking anyone down.

THE WAGE PROJECT

SALARY NEGOTIATION WORKSHOPS:

START SMART

- \$\$ Workshop Schedule
- \$\$ Facilitator Training
- \$\$ Facilitator Log In
- \$\$ Recruiter Log In

WORK SMART

- Work \$mart Schedule
- Other WAGE Workshops

TESTIMONIALS

“ Fabulous job! I really feel more educated about proper techniques for salary

Calculate what your job is worth

www.wageproject.org

WAGE Women Are Getting Even

search

Over her working life, a woman will earn \$1 million less than a man simply because she is a woman.

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WORKSHOPS

SALARY NEGOTIATION WORKSHOPS:

START SMART
\$\$ Workshop Schedule
\$\$ Facilitator Training

Listings of Job Categories

Select a Job Category
Retail/Wholesale

Location
Missoula, MT

Submit

Read Job Description

Retail Store Manager Assistant

[view job details](#)

Description

Assists the store manager with the day-to-day operations of a retail store. Implements strategies to improve customer service, drive store sales, and increase profitability. Ensures customer needs are met, complaints are resolved, and service is quick and efficient. Maintains store appearance and product presentation to company standards. Provides support to sales associates during peak periods or when scheduling conflicts arise. Requires a high school diploma with 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. May lead and direct the work of others. Typically reports to Retail Store Manager.

Alternate Job Titles

- Retail Store Manager Assistant
- Assistant Manager, Retail Store
- Assistant Retail Store Manager

Industries

- Hospitality & Leisure
- Media
- Retail & Wholesale

Categories

- Retail/Wholesale
- Sales

Average Years of Experience: 2 - 5

Typical Education Level: Bachelor's Degree

Retail Store Manager

[view job details](#)

Description

Plans and directs the day-to-day operations of a retail store. Develops strategies to improve customer service, drive store sales, and increase profitability. Ensures customer needs are met, complaints are resolved, and service is quick and efficient. Ensures all products and displays are merchandised effectively to maximize sales and profitability. Forecasts staffing needs and develops a recruiting strategy to provide optimal staffing in all areas. May require a bachelor's degree or its equivalent at least 5 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Lead and directs the work of others. Typically reports to Retail Store Manager, Sr.

Alternate Job Titles

- Retail Store Manager

Industries

- Hospitality & Leisure
- Media
- Retail & Wholesale

Categories

- Retail/Wholesale
- Sales

Average Years of Experience: 5 - 10

Typical Education Level: Bachelor's Degree

Match Your Job to Job Description

- Aim for a 75% match between your skills/abilities/job and the job description

Add:

- Accomplishments
- Extra responsibilities
- Documented contributions
- Third party raves
- Performance reviews
- Other qualifications

Step 2: Determine your Target Salary

- Use only the data for the location where you work
- Employers typically use 25%-75% range
- Your target is determined by your qualifications, experience, responsibilities, performance

Know the salary range in the area where you plan to work



National Salary Range

10%=\$38,481, 25%= \$45,456 , **Mid Range= \$53,117**, 75%= \$66,758 ,
90%=\$79,177

What is My Target Salary?

- Compare qualifications, experience, performance, responsibilities with job description?
- Include key contributions, added qualifications, outsider raves, extra responsibilities
- Aim high, but realistic



STEP 3: Determine Your Target Benefits

- The market value of your benefits can add significantly to your overall compensation (+20-50%)
- Be as objective about your benefits as your salary

Compare The Value of Your Benefits with Typical Benefits

- Create a checklist of typical benefits and their value
- List and monetize your benefits
- Compare your benefits to the marketplace value of benefits for your position

What If.....

- Your benefits are equal or exceed the norm—good!
- IF THEY ARE MUCH SMALLER– Don't penalize yourself/family by not negotiating your benefits

-Whatever reason your employer is not offering competitive benefits is *not* your concern, you could get market value in benefits elsewhere

Additional Benefits Options

- Higher percentage paid into 401(k)
- Paid time off- vacation/personal/sick
- Dental or eye insurance
- Parking/commuting expense reimbursement
- Life Insurance/ Long Term Care Insurance
- Dues for professional associations
- Gym/Costco Membership
- Other? ... Be creative!

Hooray— We know how to be OBJECTIVE!

You now know your worth doing the job you want!



Part 2: Persuasive

Persuasion is achieved by setting the right tone

- Salary negotiation is a discussion
- Be positive— never personal
- Be flexible—listen carefully
- Be objective

Choose Language Deliberately and Practice your Pitch

- Use objective language
 - “According to my research”
- Use language that opens up a discussion
 - “*Help me understand why we differ on the salary range for my job,*”
- Use the language of your employer
 - “The bank’s mission statement says “_____”, here’s what I did this year to contribute to achieving this mission:_____”
- Use language that gets your boss on your side
 - “We share common goals, such as.....”

Practice Your Responses to Objections

Your boss says ...	You say...
“You’re already the highest paid _____ in the company”	
“I don’t have the budget for your raise”	
“I’ll never be able to sell this to the CEO (or other boss)”	
“But you haven’t done....”	
“You are pricing out of the market”	

Practice Your Responses to the Boss's Bottom Line

Your boss says...	You say...
"Yes" (immediately)	
"I can only give you this much of a raise."	
"Wait until next year when I put it in the budget."	
"No." (Listen to reasons, then respond with)	

Remember your benefits:

AFTER your get your raise or promotion:
"Now let's talk about my benefits....."

Part 3: Strategic

Reality Check #1

- Fear of retaliation is well founded
- Need not stop you, but proceed with caution
 - Be strategic
 - Be careful in your language
 - Trust your judgment; back off if you sense you are unintentionally jeopardizing your job, your standing, your future

Reality Check #2

- A raise is earned (beforehand or afterward)...
BUT, you have to ask for it!

Preparation for Position/Salary Negotiation

- You have to sell yourself
- Know the priorities of your boss/firm
- Know the normal cycle of salary and promotion decisions
- Know how salaries are determined
- Never get personal

Step 1: When to Ask for a Raise or Promotion

- Choose the best time for you to ask for a raise
- Don't necessarily wait to the normal salary review
- Other opportunities may trigger the best time for you to ask

Step 2: Make Your Case

- Start the process professionally
- Set up a meeting to “discuss your career development...”
- Make your 5-minute pitch using your list

Steps 3 & 4: Respond to Objections and the Bottom Line

- Remember the language you practiced earlier
- Use positive & persuasive language
- Talk in the language of your business
- Know what you're willing to risk

Step 5: Remember Benefits

AFTER you get your raise or promotion:

“Now let’s talk about my benefits.....”

Final Thoughts

Good salary negotiation is not hard or complicated—it's just like doing a good job:

- Attention to details
- Careful preparation
- Practice
- A positive attitude

IT PAYS TO DO THIS WORK! \$\$\$

Internet Salary Calculators

www.mcis.introcareers.org: this site is used by the Missoula Job Service and has the most accurate data for Montana and local cities. This is an extensive site with labor market information, career exploration and salary data.

www.salary.com: this site is the easiest to get free salary range information; data comes from employers; the salary wizard is commonly used by other salary websites

www.payscale.com: this site collects salary information from employees using the site and surveys of employers;

www.salaryexpert.com: this site provides free salary range information provided by employees for US and worldwide; also salary details for fees.