

Get the edge



Negotiation Prep Sheet

Get clear about what you want | Craft the perfect pitch | Overcome objections

If you don't ask, you won't get. That's true. But there's more to it than that: HOW you ask can make a BIG difference. If you walk through this set of questions and do your best to find out all the motivators on the other side of the desk., you will dramatically boost their chances of success. After 21 years of negotiation on behalf of myself and thousands of others, I've learned that answering these questions before you enter the conversation will give you a significant edge. Do your best to uncover their motivations & concerns ... so you can offer a win-win for both sides.

How much money do you want?	How much money does the manager want to pay you?
WHY do you want that much money? (Personal motivators)	WHY do they want to pay you that much (or that little)? Is it company-driven? Is it market-driven? How do they set their compensation rates?
How much money do you NEED?	How much CAN they pay? (Is their budget firm? Do they have any wiggle room?)
Is anything else (besides \$\$\$) important to you?	Is anything else (besides \$\$\$) important to the manager? (Key skills, start date, etc.)
What is negotiable for you? (Money, benefits, vacation, hours, etc.)	What is negotiable for the manager?
Are there other strong candidates? (Do you have competition? How do they compare to you?)	Are there other strong other candidates? (How does the <i>manager</i> think you compare to the others?)
Market rates: What are other companies paying for skills like yours right now?	Market rates: What does the <i>manager</i> think other companies are paying for skills like yours right now?
HOW MUCH MONEY SHOULD YOU ASK FOR?	HOW MUCH MONEY SHOULD THEY PAY YOU?
WHAT IS YOUR BOTTOM LINE (lowest you will accept)? When will you walk away?	WHAT IS THEIR BOTTOM LINE (most they will pay)? When will <i>they</i> walk away from you?