

# How to get a better offer

*“If at first you DO succeed, try not to look astonished.” – Author unknown*

People who never ask for more (never negotiate job offers) earn between \$1M and \$1.5million LESS than those who do [NPR]. Ask for it! You are worth it!

## When the offer comes in:

1. Be enthusiastic, but non-committal.
2. Don't say yes right away ... even if you're really happy with the offer.
3. Get it in writing! Offer letter, contract AND benefits package. Do not negotiate anything until you get it in writing.
4. Sleep on it. Take your time. Let them know you'd like to review the offer & benefits, then come back to them with questions.
5. Set a time to review the offer with them the next day
6. Review your priority scorecard + negotiation prep sheet. Pick the top 2-3 things you want. Be open to non-cash compensation items, like more vacation, signing bonus, education dollars). Pick the top 2-3 things you want
7. “Package your talk.” Literally write down bullet points about what you want to say ... leading with “I'm really excited to work with you.”
8. Consider saying No. If you're not sold on the job, and simple “no thank you” might bring a better offer ... but it also might make them walk away. So make sure you won't be sad if they retract the offer and hire someone else.

## Find your courage, just before you negotiate:

1. Review your market research.
2. Do the inner-critic knockdown: you are worth it! Go back to your career successes (proudest achievements) to remind yourself of this.
3. Focus on your WHY: What will your life look like if you ask for more money

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## Top tips for the negotiation:

1. Know this: YOU ARE THE ONE THEY WANT! They picked you over everyone else. They do not want a fight. They want you to be happy with the offer.
2. Remind them of your VALUE to their business. Remind them briefly of the top 2-3 things you bring to the table that they really need.
3. Justify your ask based on MARKET DATA.
4. Be confident. You have done your homework! You are worth this!
5. Be nice and conversational (it should be a discussion, not a battle)
6. Be honest. If you have other offers (or are expecting other offers), tell them that. If other companies have offered you more, tell them that.

## Keep it simple & boost your odds dramatically:

There are **12 magic words** that can usually get you what you want:

**"If you can get me X, I'll accept the offer right away."**

You could be asking for more money, but you could also be asking for something else (like stock options, working from home 3x a week, or two more weeks of PTO).

## Why recruiters and hiring managers love to hear those words:

1. It shows you really want the job. As you learned back in my interviewing section, they don't just want you for your skills & experience. They want someone who is going to be excited to join the team.
2. It makes their job easy. No haggling. No going back & forth. One change in the offer, you'll say yes and they can consider the position filled.
3. It displays confidence. Nobody like wishy-washy coworkers. Just like in dating, the more confident people are always fighting off more dating invitations.