

# Package the talk

“Package” your talk around the business & what they need and want ... and *then* wrap it up with what you want. Now that you’ve thought about what matters most to them, and how you can help them achieve their goals in the next year, package your talk around that. Before you ask for more money, you want to share your value, and ask for feedback. If, for instance, you discover that the boss is not happy with your performance, you might decide to table the request for a raise until you can rectify that situation.

## 9 ways to “package” the talk:

1. Anticipate the objections/concerns & plan your rebuttal
2. Write down your talking points for the discussion
3. Keep their success at the center of the conversation
4. Lead the conversation with their business needs / motivators
5. State 2-3 reasons why you’re excited to help them solve their problems
6. Reference MARKET RESEARCH and CONVERSATIONS WITH OTHER COMPANIES when you tell them what you want
7. Say what you want, then STOP TALKING
8. Listen more than you talk
9. Do NOT discuss any personal financial needs. Even if something big just happened in your life (new baby, divorce, etc.), it is none of their business and will only weaken your side of the conversation.