

# Successfully Negotiating Job Offers

**Presented by:**

**Melanie Bullagao (Career Leader) & Kate  
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**Centre for Career Action**



UNIVERSITY OF  
**WATERLOO**



**CENTRE FOR CAREER ACTION**

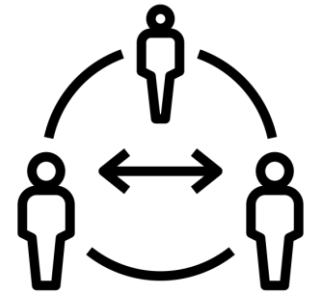
# Territorial Acknowledgement



The University of Waterloo acknowledges that much of our work takes place on the traditional territory of the Attawandaron, Anishinaabeg and Haudenosaunee peoples. Our main campus is situated on the Haldimand Tract, the land granted to the Six Nations that includes six miles on each side of the Grand River.

# Let's make this a safer space

- ➔ Listen and learn from each other with grace
- ➔ Ask questions throughout the training
- ➔ Participate in a way that works for you!
- ➔ Remain respectful of others – we do not tolerate harmful behaviour in this space



Created by Kamin Ginkae

# Who's presenting?



**Melanie Bullagao**  
(She/Her)

- 4<sup>th</sup> year BA Psychology with a minor in English Lit
- Going into 4<sup>th</sup> and final Co-op (3 previous completed)
- Gryffindor



**Kate Kennedy**  
(she/her)

- BHSc (Midwifery)
- Undergrad Career Advisor
- Lover of coffee

# Which of these applies to you?

- Preparing to negotiate for the first time
- Thinking about negotiating for future opportunities
- Have negotiated in the past and want to prepare to do it again
- Uncomfortable with the thought of negotiating
- Pursuing roles in academia
- Pursuing industry opportunities

# Learning outcomes

- Learn about the importance of salary negotiation
- Find salary information
- Create a value proposition
- Gain knowledge about how to negotiate by practicing with peers



Photo: Andrew Neel c/o pexels

# WHY NEGOTIATE?



Created by Blair Adams  
from the Noun Project

# Two questions to ask yourself:

1. What motivates employees to negotiate?
2. Why/when would someone not negotiate?



## **DID YOU KNOW?**

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**“42% of professionals are uncomfortable negotiating salary. By not negotiating, an individual stands to lose more than \$500,000 by the time they reach 60.”**

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(7 Things You Probably Didn't Know About Your Job Search, Forbes)

# RESEARCH



Illustration by: [unreadable]  
[unreadable]

“How do I know  
how much I can  
ask for?”

“Who will I talk to  
about  
negotiating?”

“What do I need  
to know to  
navigate this  
well?”



“What kinds of things *will*  
this company negotiate  
on?”

“What is the best way  
to ask for what I want?”

# Salary differences in Canada...

## Average Canadian Annual Salary by Province and Territory\*

**2022**

Average Canadian Annual Salary  
by Province and Territory

NU	\$82,853.16
NT	\$81,135.60
YT	\$69,369.04
AB	\$65,834.60
ON	\$62,748.40
BC	\$61,150.96
NL	\$60,284.12
SK	\$60,096.40
QC	\$58,149.00
NB	\$56,315.48
MB	\$55,466.84
NS	\$53,083.16
PE	\$51,257.96



As of September 2022, the average wage for Canadians was **\$61,119.24** per year  
(Statistics Canada)

Image by Marie-Pier Simard – Jobillico

# Finding information

- <https://www.jobbank.gc.ca/trend-analysis>
- <https://www.jobbank.gc.ca/trend-analysis/search-wages>
- <https://www.payscale.com/research/CA/Country=Canada/Salary>
- <https://www.roberthalf.ca/en/salary-guide> (and salary calculator)
- <https://www.glassdoor.ca/index.htm>
- <https://www.linkedin.com/salary/>

# Activity: Research

- Type in an occupation that you are considering or interested in learning more about
- Find your geographic area of preference

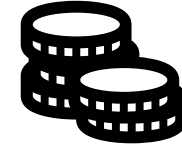
<https://www.jobbank.gc.ca/trend-analysis>



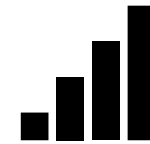
# **ESTABLISH YOUR VALUE**

# Worth vs Value

**Your worth:** The amount of money you expect to receive for your level of training and experience



**Position worth:** Organization's salary range



**VS.**

**Your value:** Strengths and contributions you will bring to the position and to the organization



**Position value:** Organization's need for that position





# Working out your value

## Accomplishments

- Pick an accomplishment or something you contributed to, keeping your organization or company's goals in mind

## Skills

- List any skills that helped make your accomplishment a reality

## Results

- Choose one of your accomplishments, then think about what you did to make it happen

# Rare & valuable traits



Image by [Giphy](#)

- Determine a position's worth and align your worth accordingly
- Understanding how your worth and the position's worth align will allow you to negotiate based on your value
- To earn your worth, emphasize and then negotiate your value

# BEFORE YOU NEGOTIATE



Created by Adinda Diah Pramesti  
from the Noun Project

# You should know...

- Depending on your field of work, hold off on discussing salary until you are actually being offered the job
- It's OK to say you would like some time to think about it and provide a response within 24-48 hours
- Wish/Want/Walk
- Consider the whole offer (not just the pay rate)



# The employer's viewpoint

- Before a job advertisement is posted, the position is approved and budgeted for
- Employers don't want to lose their top candidates and go back to step 1
- Be realistic
- Raises are calculated from base salary
- Return on investment

# Things you can negotiate on

- Performance reviews - timing, criteria
- Commission
- Performance bonus, profit sharing
- Insurance - medical, dental, life
- Expense account, company car, cell phone, transit pass, transportation benefit
- Professional memberships
- Vacation, personal days
- Health/country club membership
- Relocation expenses
- Tuition reimbursement, professional development courses, workshops, conferences
- Product/service discount
- Start date

# 5 things to consider before negotiating

1. Set yourself up for success.....as best as you can!
2. Do you prefer to focus on the short term (i.e. 'winning' a salary increase) or the long term (i.e. preserving the relationship with the employer after negotiations are done)?
3. If you feel nervous, think about who else might be benefiting from your negotiation
4. Have more than one ask in mind
5. It's OK to be transparent

<http://www.oprah.com/money/sallie-krawcheck-negotiation-advantages-women-have-over-men>

# HOW TO NEGOTIATE



# Early in the hiring process...

## IN A COVER LETTER

- “Regarding my salary expectations, I would hope to be paid the market value of X job with Y years experience. I would be happy to discuss this with you in an interview.”

## IN THE JOB APPLICATION

- Put “open” or “competitive” with a note that you’d be happy to discuss in an interview

## EARLY IN AN INTERVIEW

- “My salary expectations? They’re simple: a fair market value. Perhaps you could help me there: what is the range you’re thinking of? I’d be glad to tell you if it fits.”

# Gaining time and gathering information once asked...

- “Well I’m sure you have something budgeted for this position. What range did you have in mind?”
- “I have researched the market, so I have some idea of the market value. Could you tell me the range you have in mind?”
- “Of course X is acceptable. But could we wait and discuss salary when we’re both clear about what the job entails and what I can produce for you?”

# Staying quiet...

- Let the employer go first; stay quiet
- When you hear the figure, repeat it, then be quiet
- Count to a number that feels comfortable (6-10), calculate the exact offer and compare it to your expectations
- Often, the outcome will be a higher offer



Image by [GfyCat](#)

# If you're not ready to stop negotiating...

- “\$45,000...I appreciate your offer. And I'd love to work here. I'm sure you want to pay me a compensation that's fair and will keep me committed and productive. Well, from my research I estimate that positions like this for someone with my qualifications are paying in the range of \$x - \$y. What can you do in that range?”

# Accepting an offer!

- “That sounds terrific. I can’t wait to start. I’d like to take some time to look over what we’ve discussed to make sure we haven’t forgotten anything. When would you like my final confirmation?”

# CONCERNS



**What  
*feelings*  
does the  
thought of  
negotiating  
your job  
offer bring  
up for you?**



Image by Giphy

**What *fears*  
do you have  
about  
entering a  
negotiation?**

# Common concerns

- Gen Z stereotyping (entitlement)
- High-maintenance hires (“asking for too much”)
- Imposter syndrome
- Impact of the labour market
- Women and negotiations
- Losing an offer

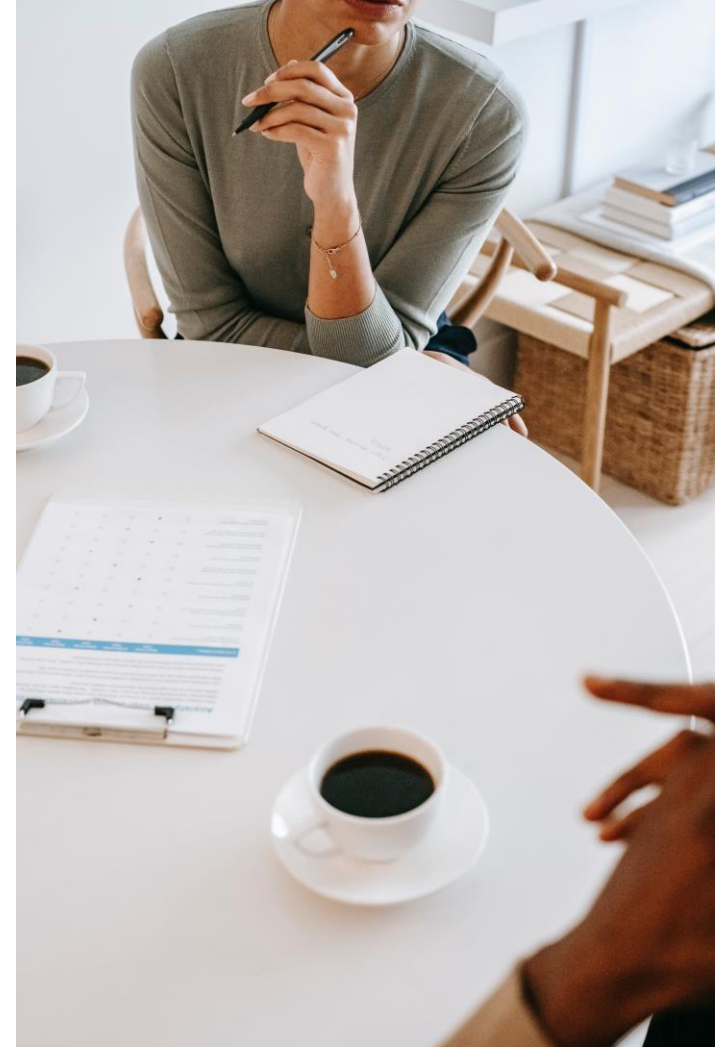


Photo: Alex Green c/o pexels



# PRACTICE

# Try it!



1. ***Draft*** a narrative for an ask you have (Increased pay? More vacation time? Flexibility with work arrangement?).
2. ***Practice*** speaking it out loud. Pay attention to tone, body language, word choice.
3. ***Film*** yourself! Then, watch it back. How did it seem to you?

# Try it!: Writing a value proposition

I accomplished **(INSERT ACCOMPLISHMENT)**  
using my **(INSERT SKILL)** which  
benefited our company by: **(INSERT RESULT)** .

Source: <https://courses.aauw.org/learn/course/18/play/53:29/know-the-facts>

# RESOURCES

# Resources

- <https://careerhub.uwaterloo.ca/>
- <http://www.oprah.com/money/sallie-krawcheck-negotiation-advantages-women-have-over-men>
- <https://salary.aauw.org/>
- <https://hbr.org/2014/04/15-rules-for-negotiating-a-job-offer>
- <https://ucd-advance.ucdavis.edu/post/women-dont-ask-negotiation-and-gender-divide#:~:text=Women%20are%20more%20pessimistic%20about,30%20percent%20less%20than%20men.>

# How to find us:

- In WaterlooWorks, under “Appointments” tab to book:
  - A one-on-one online/phone **career appointment** on a range of employment topics
  - A virtual **co-op consult** for **pre-first work term** students (students who are currently on or have completed a work term should contact their student advisor for support)
  - An online **drop-in** for help with résumé, cover letter, Ask Me Anything, or interview prep
  - An online **drop-in** for help with Further Education topics

# HOW DID WE DO?

We are always looking for ways to improve and your feedback is important. [Complete the feedback survey](#) delivered to your inbox at the end of this week.

*Our mission is to educate and motivate all members of the University of Waterloo community to develop and take action to achieve current and future career goals.*

## Thank You!

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Questions?

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