

HOW TO NEGOTIATE JOB OFFERS

Graeme Beaton (he/him)

Career Advisor, Centre for Career Development



UNIVERSITY OF
WATERLOO

Centre for Career
Development



Whose land are we on?

We respectfully acknowledge that we work on the traditional territory of the Attawandaron (Neutral), Anishnaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, which includes ten kilometers on each side of the Grand River: land promised and never returned to the Six Nations.

Some incredible local community members on IG:
Bangishimo Johnston @bangishimo, Amy Smoke @amysmoke, C. Elizabeth Best @lizbot5000

Support: O:se Kenhionhata:tie – [Land Back Camp](#),
@ose.kenhionhatatie on IG

Reports: [TRC Calls to Action](#), [National Inquiry into MMIWG](#)

Reading: [The Inconvenient Indian](#), [21 Things You May Not Have Known About the Indian Act](#), [This Place: 150 Years Retold](#)

What land are you on? [native-land.ca](#)

Learning opportunity:

INDG 201 The Indigenous Experience in Canada

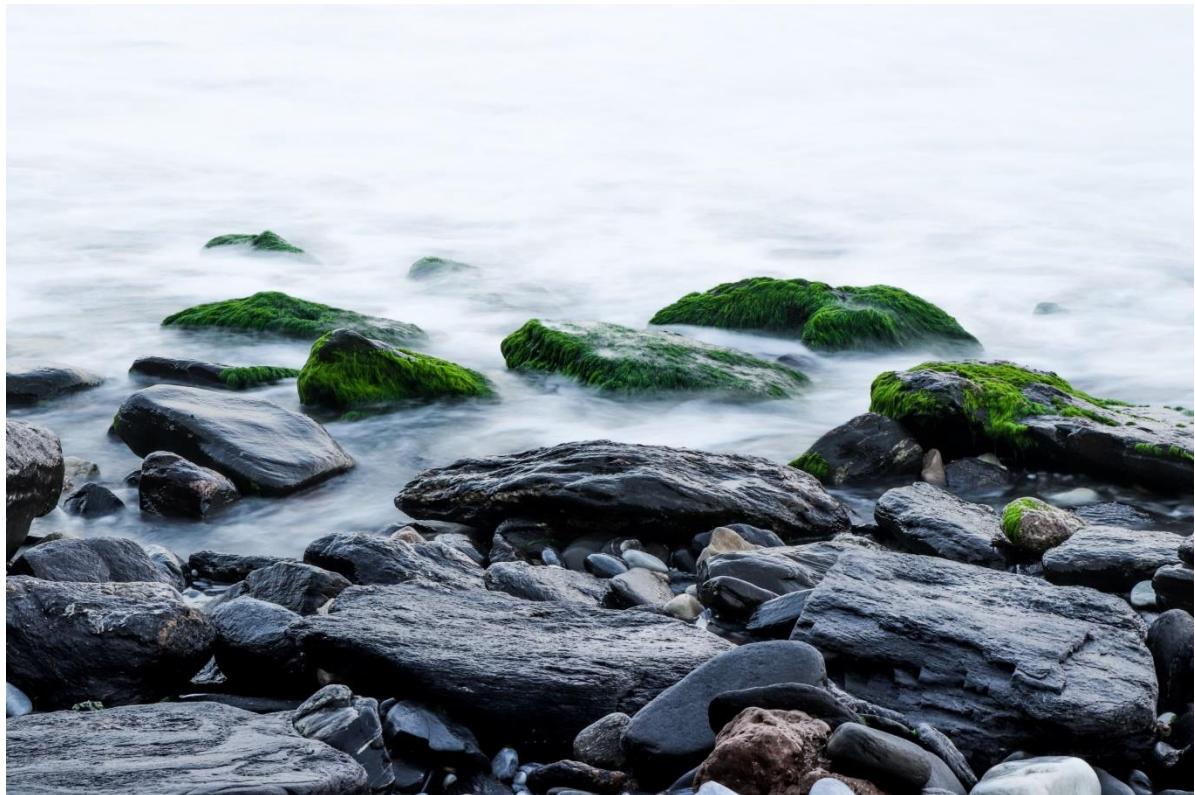


UNIVERSITY OF
WATERLOO

Centre for Career
Development

Let's make this a safe space

- Listen and learn from each other with curiosity and respect
- Ask questions throughout the workshop
- Participate in a way that works for you!
- Take what works, leave what doesn't



UNIVERSITY OF
WATERLOO

Centre for Career
Development

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



UNIVERSITY OF
WATERLOO

Centre for Career
Development

Learning outcomes



- Understand the importance of salary negotiation
- Explore tools for researching salary information
- Learn how to create a value proposition
- Plan to practice negotiation strategies



UNIVERSITY OF
WATERLOO

Centre for Career
Development

WHY NEGOTIATE?

Discussion Questions

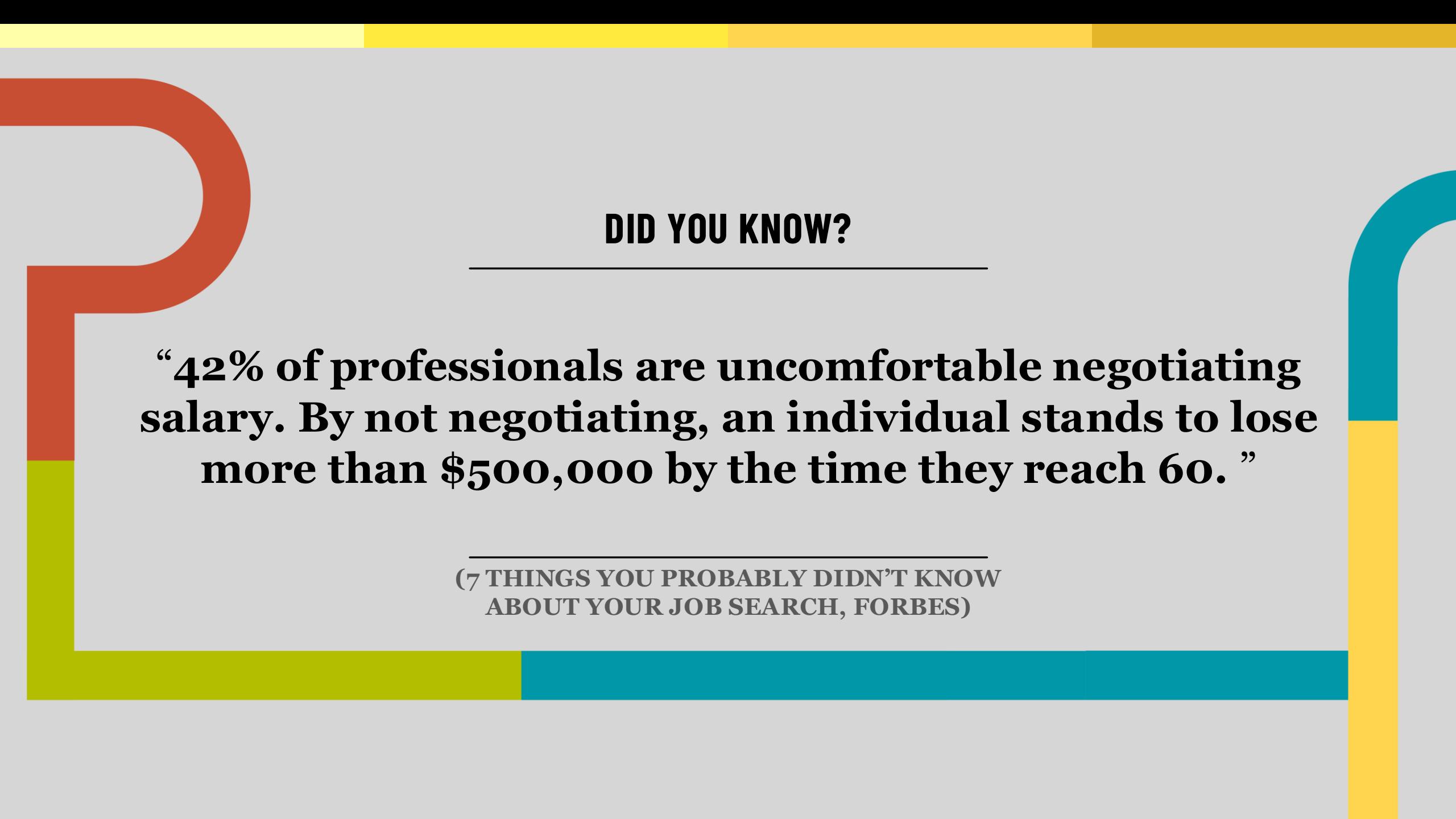


1. What motivates employees to negotiate?
2. Why/when would someone not negotiate?



UNIVERSITY OF
WATERLOO

Centre for Career
Development



DID YOU KNOW?

“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. ”

**(7 THINGS YOU PROBABLY DIDN’T KNOW
ABOUT YOUR JOB SEARCH, FORBES)**

RESEARCH

Common questions

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

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

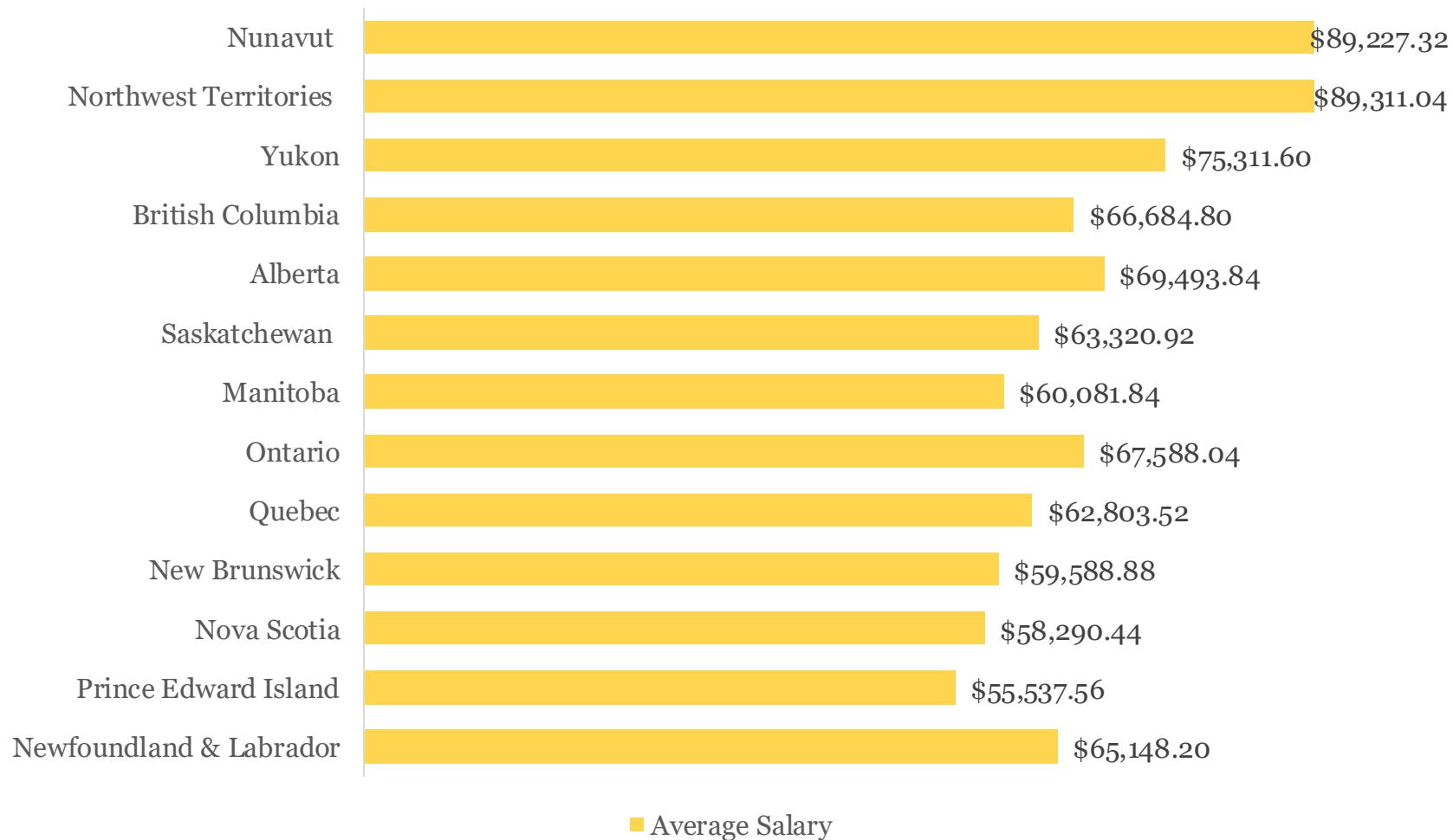
“What kinds of things *will* this company negotiate on?”

“How can I prepare for negotiation?”



“How can I improve my negotiation skills?”

Salary Differences in Canada (2024)



Data from [Jobillico](#)

The average salary for Canadians was **\$65,912.08** per year in 2024



UNIVERSITY OF
WATERLOO

Centre for Career
Development

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>



UNIVERSITY OF
WATERLOO

Centre for Career
Development

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>



UNIVERSITY OF
WATERLOO

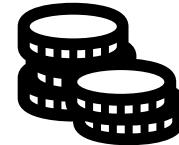
Centre for Career
Development



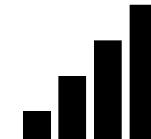
ESTABLISH YOUR VALUE

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

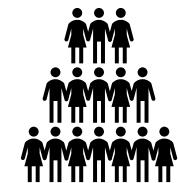


VS.

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

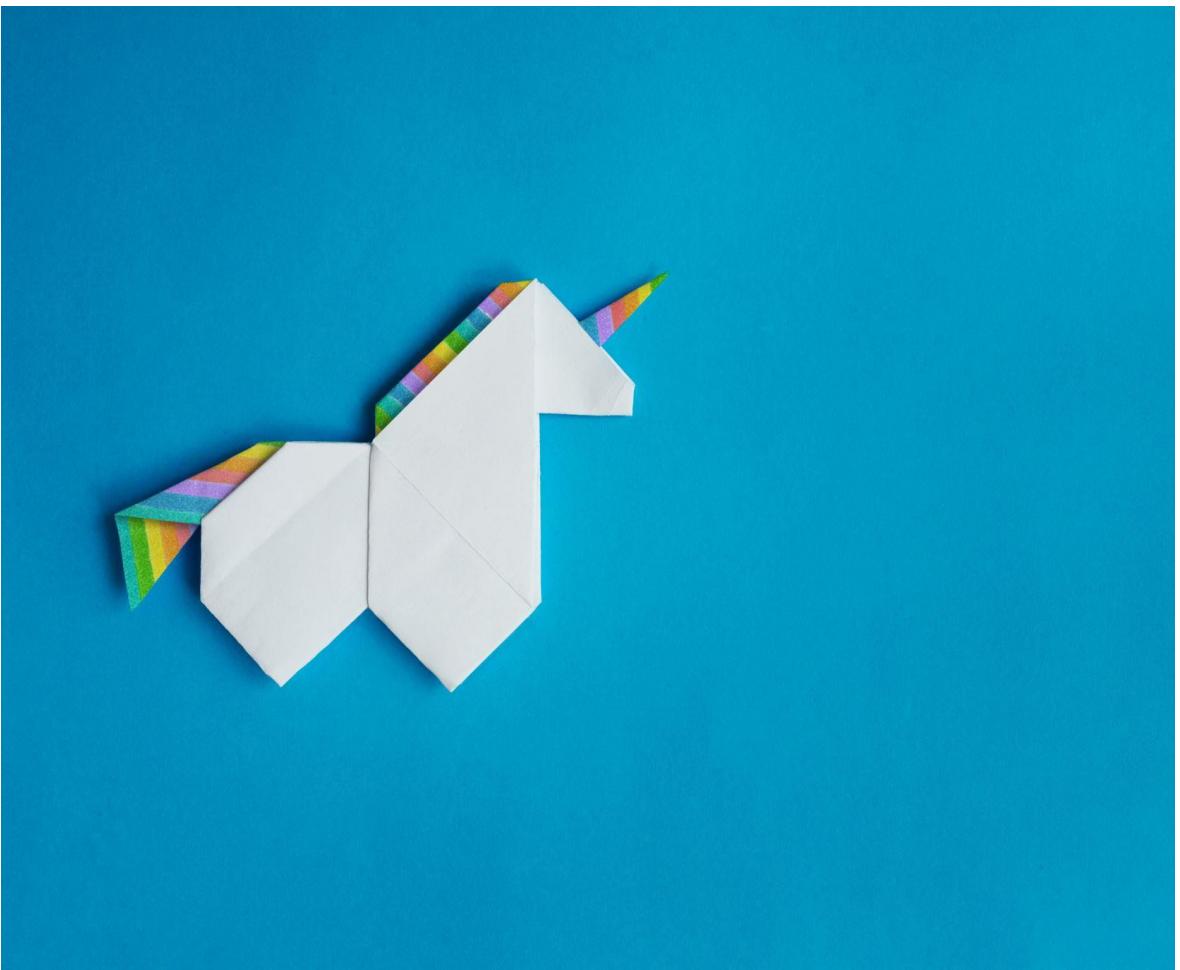
Skills

- 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



- 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



UNIVERSITY OF
WATERLOO

Centre for Career
Development

BEFORE YOU NEGOTIATE

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>



UNIVERSITY OF
WATERLOO

Centre for Career
Development

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

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’m looking forward to next steps. 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?”



UNIVERSITY OF
WATERLOO

Centre for Career
Development

CONCERNS?

Let's talk about our feeling on negotiation....

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

WE'D LOVE TO HEAR FROM YOU!

These workshops are for you! We are always looking for ways to improve. Please complete the feedback survey delivered to your inbox after this session.



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?



UNIVERSITY OF
WATERLOO

Centre for Career
Development

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>



UNIVERSITY OF
WATERLOO

Centre for Career
Development

RESOURCES

Resources for Negotiating Job Offers

- <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.>



Services for undergraduate students



Career advising

One-on-one appointments for:

- Résumé & cover letter development
- Interview practice
- Career exploration

Book via [WaterlooWorks](#)



Workshop & events

Topics include but not limited to:

- Résumé & cover letter writing
- Networking strategies
- Job search tips

Register via [WaterlooWorks](#) or [Portal](#)



Drop-in sessions

Same day, 20-minute session for:

- Résumé & cover letter reviews
- Quick interview prep

Registration on [WaterlooWorks](#) daily at 8 a.m.



Online resources

- [CareerHub](#) for career planning
- [Recorded workshops](#) for flexible learning

Explore more about the Centre for Career Development on our website (uwaterloo.ca/career-development/).



UNIVERSITY OF
WATERLOO

Centre for Career
Development

UNIVERSITY OF
WATERLOO



**Centre for Career
Development**