



How much, or what, do you actually want?

Decide what level of pay rise you're looking for. It's important not to appear greedy, but rather to remain realistic and reasonable.

- **Know your outcome range** - Know what your 'bottom dollar' is and what number would be fantastic. After conducting market research on your position define a good counteroffer.
- **Give the range to your boss** – For example, tell your boss that your ideal salary is "\$75,000 with a range of \$68,000 to \$75,000". Your ideal salary explains what would be fantastic, and your range shows what is acceptable.
- **Know the Ceiling** - Never ask for an amount above the top end of your position's market worth unless you have an exceptional reason to do so. Again, this is about doing thorough research but it is also about using your intuition, general knowledge and knowing how to pitch this just right.
- **Don't start at the top** - The usual tactic of negotiating from a much higher point isn't as good an idea with salary increase requests because your boss might think you're trying to milk the company and push the boundaries.
- **Talk in small increments** - You can break the numbers down so they seem less imposing. For example, you can explain it as being an extra \$40 a check rather than \$2,200 for the year.
- **This is how you will pay for it** - If you anticipate being able to bring home a lucrative project or contract in the next few months, that may well be taken into consideration to fund your pay rise (and more). If the case is made convincingly, the conclusion is inescapable. If your boss sees an easy way to justify the salary increase to superiors, you are in a strong position, indeed.
- **If not the money, then what?** - You can also negotiate for more than just a pay rise. Maybe you're happy to take other things in lieu of money, such as extra holidays, a wardrobe allowance, rental assistance, or even a more senior title. Ask for a company car, or for a better one. If appropriate, talk about increased benefits, more conspicuous job titles, and modifications to your responsibilities, management oversight, or assignments.
- **Be prepared to negotiate** – You must get ready to compromise and negotiate even if you have given your boss a realistic figure.
- **Be realistic and reasonable** - A higher salary is a good goal but an astronomical one is edging on greedy or an impossible promise to live up to.
- **Your "X" Factor** - Accept the reality that some businesses can only afford so much before your "X Factor" is out of their league.
- **There is always a "range" to work in** - Do bear in mind that even large, wealthy companies need to remain profitable by not bloating employee salaries to any ridiculous extent. Indeed, increasingly outrageous salary packages are viewed by a majority of citizens now as an unhealthy evolution in employment and the next decade will undoubtedly see reasonableness becoming a key element of salary determination, even for top CEOs.

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P: +61 7 3211 1433 E: admin@bseriesrecruitment.com.au

A: L12, 97 Creek Street, Brisbane QLD 4000, Australia

Written and presented by Ken Fowler – Managing Director, B Series Recruitment | All rights reserved © 2015 - 2019