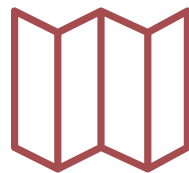


**The entry-level
job seeker's guide to
salary negotiation**

This guide



At **College Recruiter** we believe that every student and grad deserves a great career. Every year we help thousands of entry-level candidates find jobs, so we know a thing or two about how you can stand out to a potential employer.



This guide includes:

- Doing research beforehand
- Keeping the conversation open
- Telling convincing stories
- The imposter syndrome
- Talking points
- Equal pay laws
- What brings value to a company
- When to ask for a raise



We want you to get paid fairly
almost as much as you do!

Thanks to expert career coach **Marky Stein** for her time-tested advice, which we have included here.

If you don't ask, you won't get it

Younger workers, or those with 0-2 years of experience, are 42% more likely to be underpaid (Paysa study).

Negotiating salary at the point of a job offer is when you will have the most leverage. Once you take the job, you won't have as much to bargain with. If you don't ask, you won't get it.





**Before you negotiate,
do your research.**

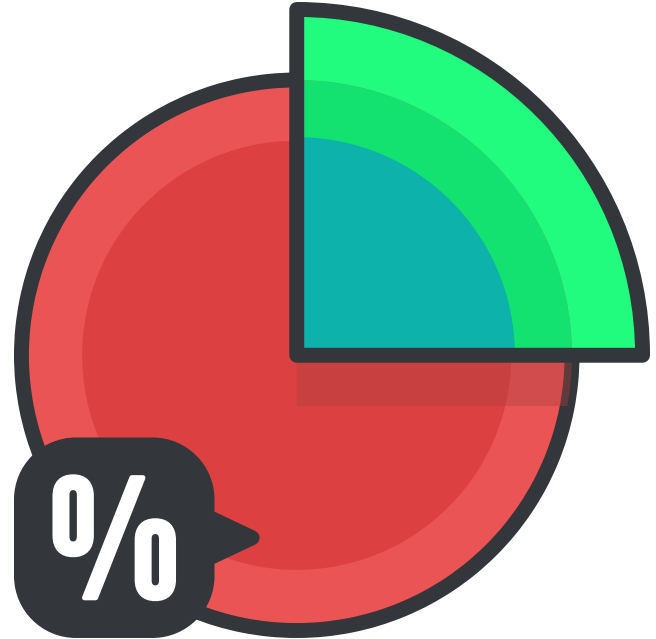
**If you ask for more money
without giving a hard reason for
it, you'll be less convincing.**

Your negotiation should be data-driven

Figure out what others like you are making at that company by using tools like onetonline.org, Paysa, glassdoor or other salary calculators.

Reach out to alumni from your school, industry-related clubs, or your campus career center and ask for advice.

Location and cost of living play into what makes for a reasonable and competitive salary.



**Keep the conversation open
without committing.**

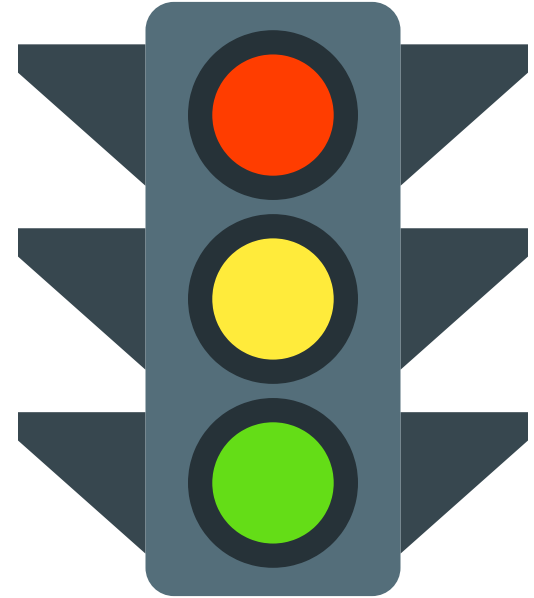
**If they give a salary range early
on that you believe is too low,
don't turn it down yet. But don't
accept it completely.**

Be open without committing

If you're given a salary range that seems low, consider saying, "I would consider that."

This way you're telling the employer you are willing to think about it, and that keeps you in the running. If you say "yes" to the low salary range, you'd be committing to a low wage that you would later resent.

Later in the interview process you can prove yourself to be of greater value to the company, and negotiate the salary.





**To make a successful case,
tell real-life stories about
your accomplishments.**

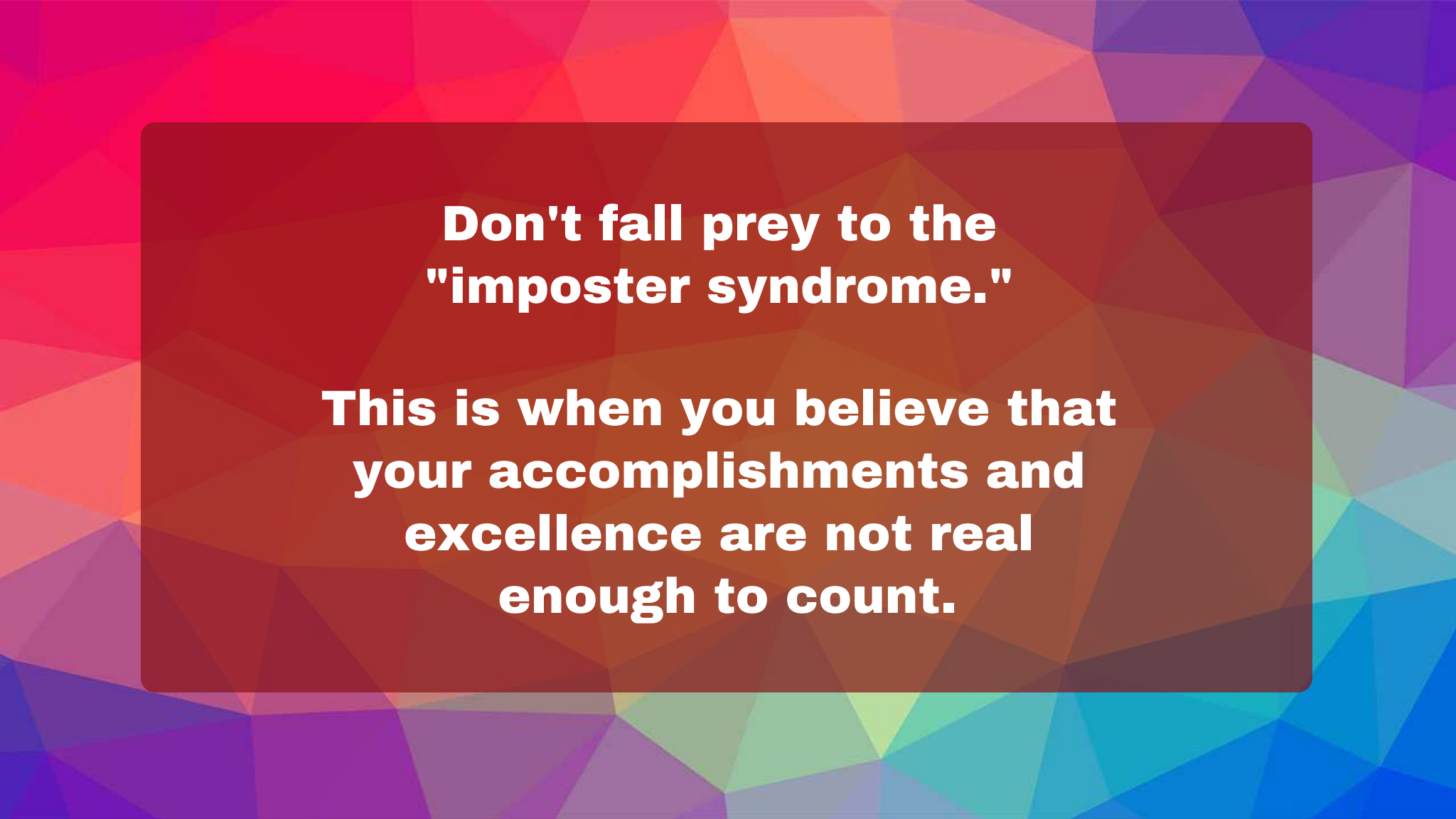
**Share details that show you'll
make a real contribution to
their company.**

Examples of convincing stories

Think of specific accomplishments, projects or even a paper that you wrote in school. **For example:**

- When I was captain of the soccer team, I encouraged my players to use mental affirmations like “We will win” that they repeated to themselves before every game. In one year, our team went from #7 in the league to #1. That’s the leadership I’d bring to your company.
- When I gave a 30 slide PowerPoint presentation of a hypothetical marketing plan to the class of 24 participants, I received a standing ovation. Those are the presentation skills I’d bring to your company.
- When I took a class in Computer Sciences I built my own Local Area Network with routers, switches and Ethernet cables and it became a network that my whole family could use at home. It’s this kind of technical and mechanical competency I’d bring to your company.





**Don't fall prey to the
"imposter syndrome."**

**This is when you believe that
your accomplishments and
excellence are not real
enough to count.**

The imposter syndrome

Do you worry that someone will find out that you don't really know what you're doing after all? That's the imposter syndrome.

If you feel like you can't negotiate for a higher salary because you don't feel you deserve it, put your accomplishments in writing. Remind yourself of your capabilities—this “self-talk” can change your attitude and even behavior.

Psychologists find that more women than men are likely to feel the imposter syndrome.





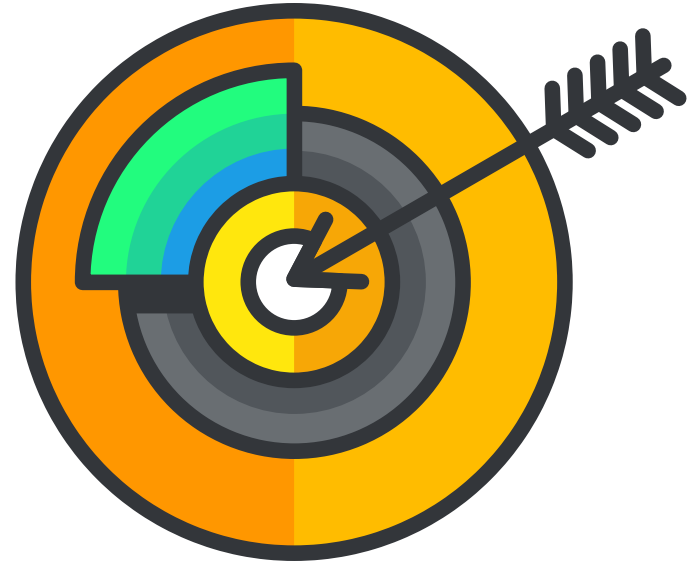
Negotiation talking points

Try not to be the first one to bring up salary

Even if you are put on the spot, do not provide an exact number. Instead, say, for example, “something in the low 60ks,” or “something at market rate.”

Female applicants are less likely to ask than males.
Women: be willing to enter into that negotiation, even if it is out of your comfort zone.

A list of talking points are on the next slide...



Possible talking points

- The job with the company is an awesome opportunity
- The company mission and values fit your goals
- You see great learning and growth opportunity and are ready to make an impact/difference
- You want to be sure to get a competitive market compensation package
- You've conducted research, talked to other recruiters and professionals in the industry, and "it seems that your offer is not as competitive as it should be. Specifically, it appears to be approximately 20% - 40% under market. [for example!]"
- "What can you do to close that gap?"
- "I'd be more likely to accept the offer if..."
- "Since I exceed the requirements of the job description..."
- "That sounds reasonable if we could add..."



The company will respond with:

- An adjusted compensation package that is somewhere between their original offer and your request. (Remember, you deserve fair pay but don't price yourself out of the market.)
- Your full request, OR
- A statement that their original offer is the best they can do. Be prepared to discuss what else can be negotiated to increase the compensation package. Can they offer tuition reimbursement, flexible work schedules, or more vacation time?



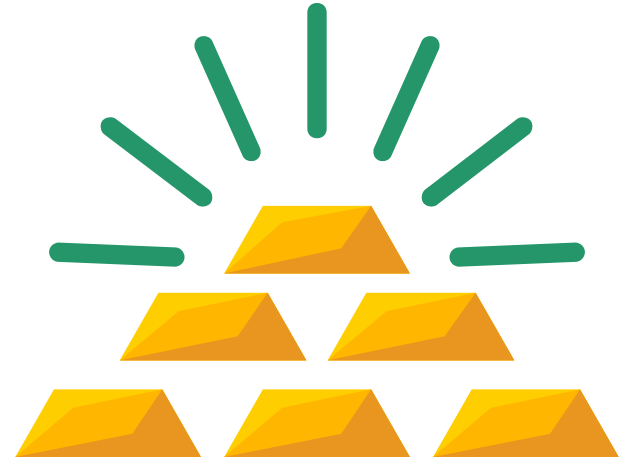


**How are you supposed to know
what would even bring value to
a company anyway?**

Most companies value the same things

Most companies want to increase profits, save money, save time, gain customers or clients, have a good reputation, decrease waste and accidents, get organized and speed up production or streamline processes. They also want you to be able to work independently as well as part of a team.

When you can convince them that you can help them achieve these goals, they will see you bringing more value and may be more willing to negotiate.





Practice your confidence

Confidence doesn't happen overnight

Practice speaking about your abilities by taking little steps.

Raise your hand more in class. Ask a question in a meeting or voice your opinion more. Disagree with someone and defend your opinion. Practice in front of a mirror and watch your body language. Ask someone to role play as the recruiter.



**Be aware of changing laws around
equal pay.**

**Some states have prohibited
employers from asking about salary
history during the hiring process.
More states will likely follow.**

Equal pay laws

The change is good news for gender equity.

For example, if you were underpaid at your last job and a recruiter asks you about your salary history, they might base their offer upon your former salary. That perpetuates you getting underpaid. The new laws attempt to prevent that.

If a recruiter--or anyone at the potential employer--asks you about your salary history at any point during the hiring process, this might not be legal, depending on their location.



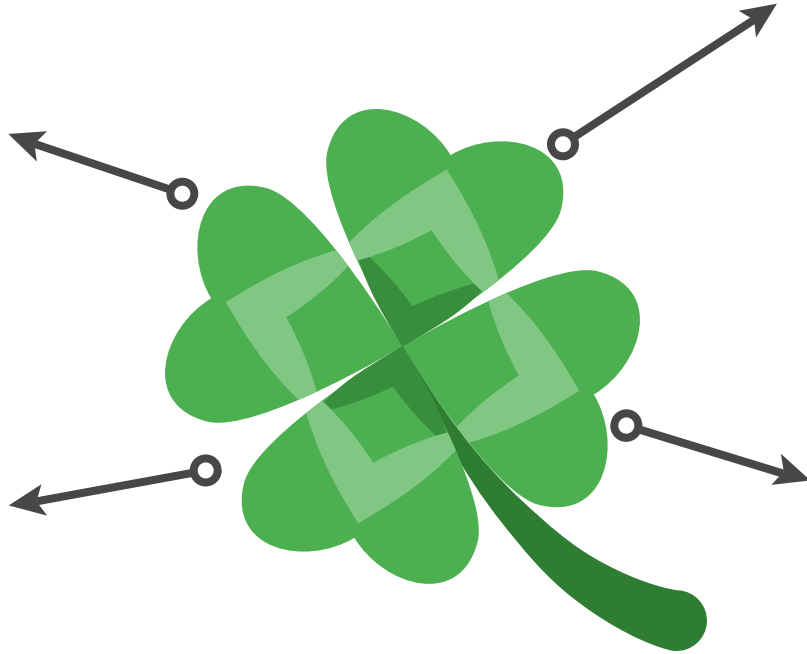
**Are you employed and
wondering when to ask for
a raise?**

Depends on the kind of raise.

4 kinds of raises

Promotion based. You can almost always be sure that there is an increase in pay if you are given a promotion.

Time based. Even when you can prove you've become proficient or you have exceeded expectations, you should wait at least six months to ask for a raise.



Proficiency based. This is when you go from trainee to competent to proficient. Don't ask for a raise until you have attained this "competent" level, but a raise may be more likely when you have become "proficient." That is, you can perform your job at an advanced level and even teach others how to do it. This might be after 6 months to over a year.

Performance based. If you can prove with numbers that you've exceeded expectations, it may be time to ask for a raise. Explain exactly how you're saving the company time, making them money, or getting more customers.

Good luck!



For more career advice and to search for entry-level jobs,
visit www.CollegeRecruiter.com.