



SALARY NEGOTIATION & COMPENSATION

USING PROACTIVE RESEARCH FOR EFFECTIVE SALARY
NEGOTIATION



PROACTIVE RESEARCH

Proactive research is a critical part of salary negotiation. You never want to enter a conversation about compensation without first learning as much as you can about the salary, commission, bonuses, and benefits of the role you're applying for and other similar competitive roles. Of course, your Purpose-Driven Recruitment Consultant will share with you everything they can about compensation prior to your first interview. But, don't limit your knowledge to just that information. There are a host of online resources available these days that you can use to find competitive compensation information.





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PAYSCALE.COM & SALARY.COM

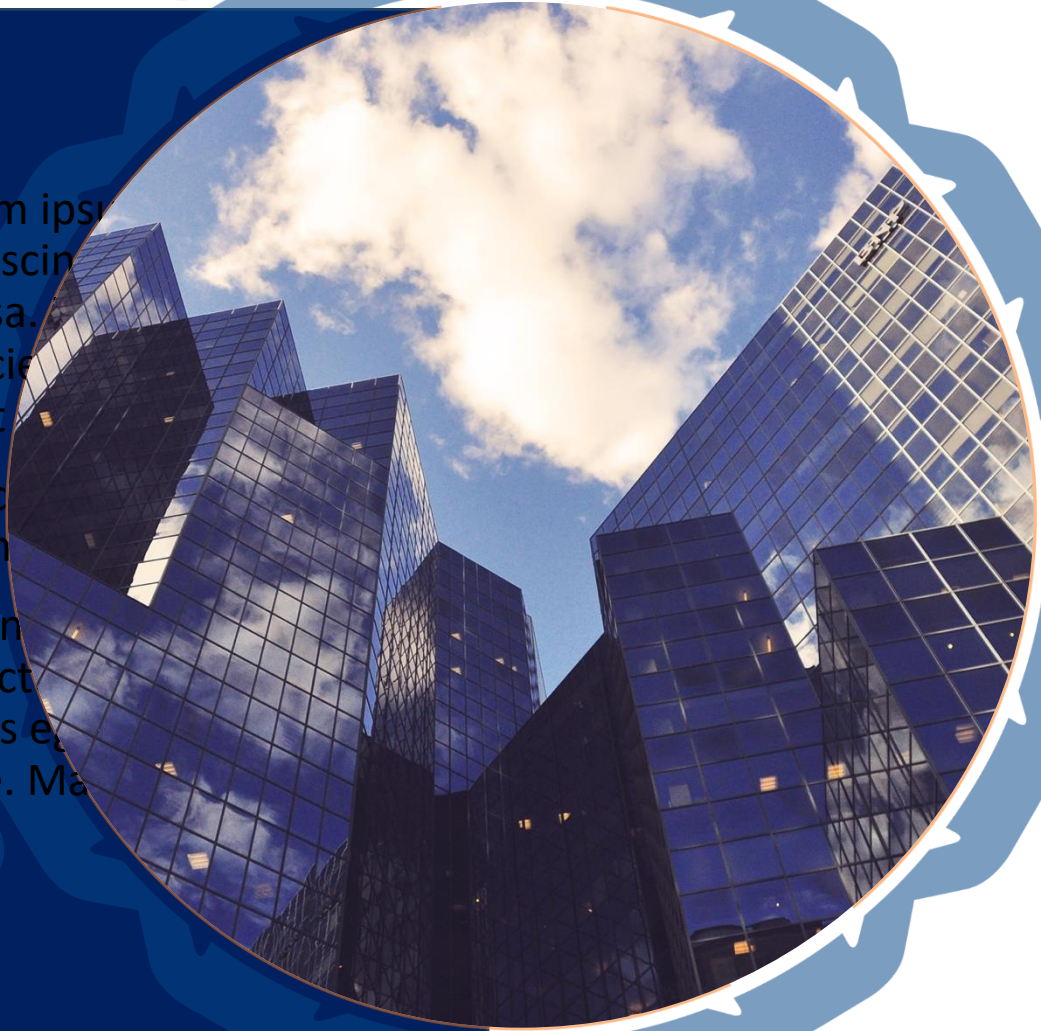
Allow me to show you a couple we recommend and one we don't. [Payscale.com](https://www.payscale.com) and [Salary.com](https://www.salary.com) both use data provided by employers. The information on both of these sites is searchable by title, geography, seniority, and education. Either will provide you with a report that you can customize to the geographic location of the position. The data may be as much as a quarter behind, so you may want to add 10 to 15% to what you find. The site we don't recommend you use for salary information is Glassdoor. We find it to be unreliable because the data is collected by employees and not employers. These self-reporting users are often not consistent with the data they are providing. Some include bonuses and others don't. And the data doesn't take into account geographic economic differences.

CONSIDER YOUR CAREER DRIVERS

This competitive salary research will serve you well as you decide if and how you should negotiate the salary that's offered, but it shouldn't be the only thing you consider. By now, your PDRC should have walked you through considering your Career Drivers. Being mindful of where you ranked compensation and benefits is also important in your salary negotiation preparation. For example, if you ranked salary and compensation last and everything you're learning about the organization is revealing that they have exceptional leadership, the work is meaningful, you have opportunities for growth and the environment matches what you desire, you will probably want to be more flexible with your salary requirements. However, if you ranked compensation and benefits first, you will want to show more confidence in your personal worth during negotiations and rely more on your research to justify the need to reevaluate the first offer.



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LET CAREER DRIVERS HELP YOU SET YOUR SALARY RANGE

In either case, just make sure you enter the negotiations with a well thought out and calculated salary range. If salary is a lower career driver for you, the low end of your range can be closer to what you need to make. If it's a high career driver, the low end would more likely be the median range of where the majority of professionals with similar profiles landed. You can use the high end of your competitive salary research to help you determine the high end of your scale. Just be mindful of how your years of experience, education, and industry experience matched the job requirements. The fewer requirements you meet, the more conservative you should be with the top of your scale.

THREE ADDITIONAL CONSIDERATIONS

Before you finalize your salary scale for your negotiations, there are three additional factors you need to consider: company size, industry, and location.



COMPANY SIZE

Generally, larger companies pay better but have more non-negotiables. For example, you are likely not going to be able to negotiate for more PTO time and though their initial offer will likely be higher, you'll probably also have less wiggle room on that amount.



INDUSTRY

Where industry is concerned, something like a non-profit position will rarely pay as much. Since the tools we recommended don't factor in industry, you'll need to take that into consideration yourself. Finally, you need to consider location.



LOCATION

Although Payscale.com and Salary.com will factor this into your initial research, you need to also remember that remote work is becoming more and more coveted. If that's important to you and the company who is making you an offer provides that flexibility, you will want to factor this into the salary amount you will accept as well.