

Negotiating a Job Offer: Creating the 'Win-Win'®



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'Win-Win'



- This is business...this is human nature...everybody is asking the WIIFM.
- WIIFM = Common Ground
- It's not negotiating...it's a conversation with a purpose!
- Everybody needs to win something to close the deal.

What Do You Want?



- **Goals, Dreams, Desires, Turn-offs, Turn-ons**
- **What is important to you?**
 - Salary
 - Location
 - Benefits
 - Flex-time
 - Travel
 - Adventure
 - Culture
 - Mission
 - Job or Career

What Does the Company Want?



- **Know your audience!**
- **What are the needs of the company/organization?**
 - Communication Needs
 - Technical Needs
 - Leadership Needs
 - Organizational Needs
 - Culture
 - Mission

Identify the Common Ground



- **What are the reasons you like this company?**
- **What are the reasons they like you?**
- **Where do these reasons intersect?**
- **These are the WIIFM answers!**
- **Now you have the basis for a conversation with a purpose...or rather, a negotiation.**

Identify the Negotiating Points



- What about this company/organization conflicts with what you want out of a career?
- Are these conflicts based on company policy, people, culture or the specifics of the job offer?
- People and culture are non-negotiable (at least in the short run) and it will take someone in the company with a lot more knowledge and authority than you to initiate the process towards that change.
- The specifics of a job offer, and the policies that affect the offer, can be negotiating points.

Supporting Your Position



- **Why should the company/organization agree with you?**
- **Or, to put it another way, why/how does your request:**
 - Make the company money
 - Meet a specific need of the company
 - Reduce costs
 - Solve a problem
 - Is necessary due to a competitive situation
 - Justified based on your experience

Research, Networking, Exploration



- Find data supporting your position from recognizable and reputable sources
- Research the competitive situation with other companies/organizations in the same field
 - Market Research thru journals and studies
 - Networking at fairs and with professional associations
 - Exploration at career centers, on the web, thru friends
 - ✦ <http://www.careers.uiowa.edu/students/salary.html>
 - ✦ <http://www.engineering.uiowa.edu/epd/students.htm>

Call To Action



- When presenting, always include a specific call to action, or request of the company/organization.
- What do you, SPECIFICALLY, want them to do?
- The call to action should include your supporting evidence.
- Remember, everybody needs to win...just because you want it, or think you deserve it, doesn't answer the company's WIIFM. Give the company a reason.

Employer Responses



- Yes
- No
- Let me check
- Not now, maybe later
- No, because...but how about this?
- We don't negotiate salary, but...

Practice - Professionalism - Etiquette



- Practice and Rehearse with a partner! Everything gets better with practice!
- Courtesy, respect, and a professional attitude is vital to success. You're not talking to your parents or friends, you're talking to the folks that are going to provide you with operating income to run the business that is you!
- Always be polite! Use words like 'please' and 'thank you'. Let the company know up front that you are pleased and excited about negotiating with them.

That's All Folks!



- Thanks for your time and attention.
- Questions?