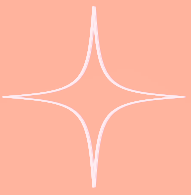
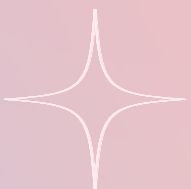


NEGOTIATION



TOOLKIT



Prepared by Taylor Salmons



According to the 2020 Census, women make 83 cents for every dollar that a man makes. Women of color make even less (61 cents). Certainly, income inequality is a systemic issue that will require dramatic infrastructure changes to fix. In the meantime, women have to do what we do best: advocate for ourselves. This toolkit will give you tangible steps to securing an employment package that truly reflects your value, featuring insights from the following experts.



Amber Chillious
Lead Recruiter
**Discover Financial
Services**



Dani Renaud
Director of Product
& Design
Automox



Jennifer Costa
Director, Product Marketing
& Merchandising
Resident



Jessica Damato
Senior Director, Talent
Acquisition
Peloton



Steph Beasley
Team Lead, Enterprise
Loyalty Advocates
Atlassian

THIS TOOLKIT WILL PROVIDE YOU WITH...

- Salary Estimate Worksheet
- Internal Resume Template
- Employment & Benefits Package Checklist
- Negotiation Email Template
- Takeaways From Panel Experts
- More CCWomen Content to Aid Your Career Development

DETERMINE THE MARKET STANDARD SALARY FOR YOUR ROLE



"I would encourage everyone to know what is out there. Use online resources to see what similar roles that require the same amount of experience are paying."

– Jennifer Costa, Director, Product Marketing & Merchandising, Resident



"I'm really excited about new transparency laws because it will give you a better view into what the bottom is and what the top is. Then you can start thinking about what skills you need to have to get to the top."

– Steph Beasley, Team Lead, Enterprise Loyalty Advocates, Atlassian



"Sometimes people say 'well we only do 10% raises' but if that's not aligned with the market than your organization is going to lose out on critical talent needed to meet critical business priorities."

– Jessica Damato Senior Director, Talent Acquisition, Peloton

SALARY ESTIMATE WORKSHEET

Tool	Information	Salary Estimate
<u>U.S. Department of Labor</u>	The U.S. Department of Labor’s Bureau of Labor Statistics has city, state, and national data on the salaries of 800+ professions.	_____
<u>Glassdoor</u>	Glassdoor's Know Your Worth tool creates salary estimates based off user inputted pay information.	_____
<u>Salary.com</u>	Salary.com uses comprehensive market research to create salary transparency for every occupation.	_____
Your Network & Co-workers	Many states now have laws in place to prohibit penalization for workplace discussion about salary. If you are not comfortable asking what your network or co-workers earn, you can always ask, "What do you think I should be earning in my role?"	_____
		AVERAGE: \$ _____

CREATE AN INTERNAL RESUME



"An internal resume is something you can start tomorrow. Focus on the impact of your work and what you specifically did. You can say, 'This is a process that I put in place that saves X number of people X amount of time which equals, approximately, X amount of dollars.' That is something that you can hang your hat on."

– Steph Beasley, Team Lead, Enterprise Loyalty Advocates, Atlassian



"You and your manager should be working together from day 1 to build the experiences and competencies required for the position that you aspire to be in."

– Jessica Damato Senior Director, Talent Acquisition, Peloton



"Write everything down. We think we will remember a certification in a year but we forget. There are lots of things you have done to get that pay bump. Track them."

– Amber Chillious, Lead Recruiter, Discover Financial Services

Your Name

Put a summary of your experience here and/or a pitch for your desired position. Briefly touch on some of your soft skills.

EXPERIENCE

Company, Location — Job Title

MONTH 20XX - PRESENT

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PROJECTS

Project Name — Link

Think of all the presentations and projects you've done. Link them above and detail any performance outcomes here.

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Think of all the presentations and projects you've done. Link them above and detail any performance outcomes here.

Project Name — Link

Think of all the presentations and projects you've done. Link them above and detail any performance outcomes here.

Desired Position: X
Desired Start Date: X/X/XX
Desired Salary: \$X

TECHNICAL SKILLS

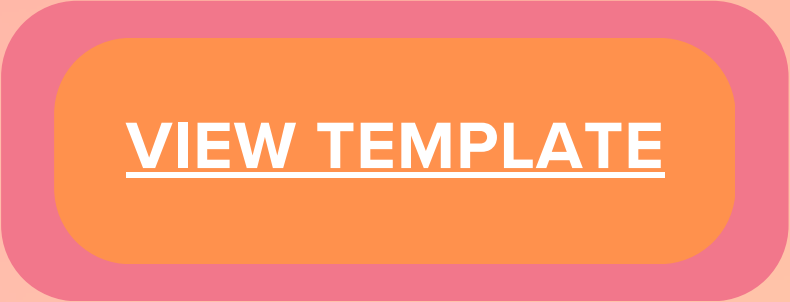
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DEVELOPMENT AREAS

Here you can identify any areas where you will need to develop in the new role and ideas for how to master the desired skill.



EVALUATE THE ENTIRE PACKAGE



"If you are bumping up against a salary cap then think of other options. Maybe you can get stock or more PTO or even flex time. Consider what could make you a happier employee."

– Amber Chillious, Lead Recruiter, Discover Financial Services



"If you're leaving a company where you have unvested equity, you can say "I'm leaving X behind. How can you fill this gap for me?"

– Steph Beasley, Team Lead, Enterprise Loyalty Advocates, Atlassian



"Look at the whole package. Maybe they cannot move on pay, but maybe they can move on the sign-on or end-of-year bonus."

– Jennifer Costa, Director, Product Marketing & Merchandising, Resident

EMPLOYMENT & BENEFITS PACKAGE CHECKLIST

Benefit	Current Offer	Desired Offer
PTO		
Flex Time/WFH		
Expenses (Meals, Travel)		
Professional Development		
Bonuses		
Equity		
Insurance		
Retirement Plan		
Other		

TAKE YOUR TIME & NEGOTIATE VIA EMAIL



"You don't get what you don't ask for. Don't be uncomfortable in silence and afraid to take the time. Be thankful but ask for time. You deserve it."

– Jessica Damato Senior Director,
Talent Acquisition, Peloton



"Do not accept an offer on the spot. Usually they have an expiration date on it, but usually it's a couple days. So ask what it is and take a couple days. Take that time."

– Dani Renaud, Director of Product &
Design, Automox



"Once you get the written offer, you do not need to call them. You can email them and outline why you think it could be adjusted. Write out exactly what you want for your salary, bonus, equity, etc. It's clearer and it takes all the emotion out of this very procedural negotiation. You don't have to be emotional about it. All of us need to be able to live, and money is what allows us to have the life that we want."

– Steph Beasley, Team Lead, Enterprise
Loyalty Advocates, Atlassian

Hi [Name],

Thank you so much for offering me the position of [Position Title] at [Company]! I am so thrilled about this opportunity.

However, before I can formally accept the proposal, I do need to discuss the base salary and [Other Details of Package]. In line with my qualifications and the demands of the position, I would like to be compensated [Desired Salary] with an annual bonus of [Desired Bonus] and [X% Equity].

With my [2/3 Qualifications, Skills, Achievements], I am already prepared for this role's requirements and will bring unique value to the position. Additionally, here is what I offer beyond the job description: [Bulleted List of 4-5 Experiences or Achievements].

My ask is based off market standards for similar roles in the area. I've averaged salary estimates pulled from several different databases and suggested by a few of my industry colleagues.

If you can match my desired income and [Other Details of Package], I am fully prepared to accept the the offer for the role. Again, I am so excited about this opportunity, and I look forward to hearing from you!

Sincerely,
[NAME]

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Are you a vendor looking to get involved? We appreciate your support! Your organization can practice advocacy for women in our community through a variety of different mediums. Contact simon.copcutt@cmpteam.com now for more info!