

WELCOME TO MONEY SMART DAY

April 15, 3:00 - 4:00




**Salary
Negotiation**



SALARY NEGOTIATION

Ann M. Garner, MA, PCC
University Career Services

- 
- Employer expectations
 - When should I negotiate?
 - What can I ask for?
 - What's important to you?
 - Evaluating a job offer
 - What do I say? – offer v. raise
 - Accepting/Declining offers

TOPICS TO DISCUSS

EMPLOYER EXPECTATIONS

- **73% of employers expect candidates to negotiate salary offers**
- **~80–84% of hiring managers are willing to negotiate after an offer is made**
- **87% of employers say they have never rescinded an offer due to negotiation**
- **<1–3% of offers are ever rescinded due to negotiation (very rare)**

Sources: CareerBuilder, Salary.com, Robert Half Salary Guide, PayScale (2024–2026)

A group of ten diverse business professionals, including men and women of various ethnicities, are standing in a modern office hallway. They are dressed in professional attire like suits, blouses, and dresses. The hallway has large windows on the right side, and the overall atmosphere is bright and professional.

If an employer asks for your salary expectations before making an offer, what's the best approach?

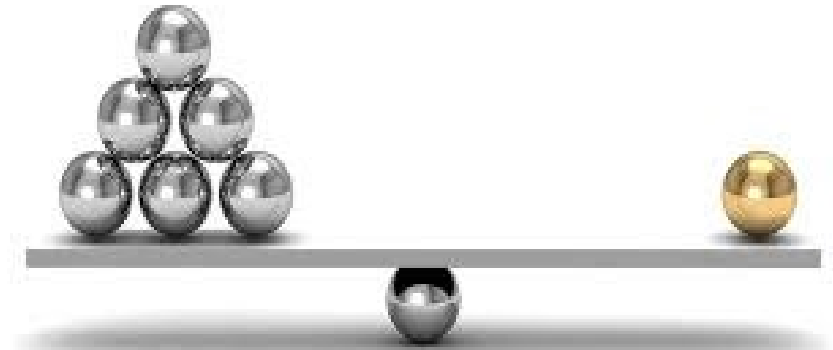
- A. Avoid answering the question
- B. State your ideal salary
- C. Provide a salary range
- D. A and C
- E. None of the above

POLL

WHEN TO NEGOTIATE

TIMING MATTERS

- In the application
- During the interview process (pre-interview questions, screening interview, final interview, etc...)
- As part of formal offer by phone or in writing



PRE-OFFER: AVOID GIVING A NUMBER

- Do NOT initiate a conversation about salary before an offer
- Do NOT share your current salary or salary history

If they ask, here are some possible responses:

- I'd like to learn more about the job and see the total benefits package.
- I'd like to understand the expectations of the role first.
- If you decide to make me an offer, then we can discuss it.
- I would prefer to see if this is a fit for both of us before discussing salary.
- I would expect to be paid the same as others currently working in this capacity within your organization.

VARIABLES THAT INFLUENCE THE OFFER

- Type of degree you have
- Supply and demand
- Department budget
- Employer industry
- Geographic location
- Market pay*
- Experience level
- Anticipated commissions
- Pay rate of current staff



HOW TO RESEARCH MARKET PAY (DON'T GUESS YOUR SALARY)

Build Your Salary Range (Use Multiple Sources)

● Start Broad (Understand the Market)

- *Government data (BLS, O*NET)
- *Industry reports



● Refine Your Range (Compare Multiple Sources)

- * Glassdoor
- * PayScale
- * Salary.com
- * Indeed



HOW TO RESEARCH MARKET PAY (DON'T GUESS YOUR SALARY)

● **Get Specific (Target Companies & Roles)**

- * Company salary data (Glassdoor, job postings)
- * University career outcomes reports
- * National Association of Colleges and Employers (NACE) data



● **Validate with Real People (Most Accurate)**

- * Alumni
- * Informational interviews
- * Industry professionals



HOW TO RESEARCH MARKET PAY (DON'T GUESS YOUR SALARY)

Your Goal

- * Gather 3–5 data points
- * Adjust for location + experience
- * Build: Target salary and Acceptable range

Key Takeaway

****Don't trust one number — build a range using multiple sources.****

If you don't research your salary, the employer sets your value for you.

CHALLENGE: COMPARING OFFERS

WHICH IS “BETTER”?

Salary \$54,000

Salary \$57,000

Salary \$59,000

TOTAL COMPENSATION: IT'S NOT JUST THE SALARY



WHICH OFFER IS "BETTER"?

A. Salary \$54,000

- 2 Weeks Vacation
- 10 Sick Days
- 11 Holidays
- Med/Dental/Vision
- Tuition - \$5,000/yr.
- Monthly Bonuses
- Free Child Care
- 3 telework days/wk

B. Salary \$57,000

- 3 Weeks Vacation
- 5 Sick Days
- 12 Holidays
- Medical/Dental
- Tuition -
- \$7,500/yr. Casual
- Dress
- Free Lunch Fridays
- Association Fees
- Flexible Hours

C. Salary \$59,000

- 2 Weeks Personal Time Off (PTO)
- 6 Holidays
- Public Transport
- Medical/Vision
- Tuition - \$1000/yr
- 2 telework day/wk

EVALUATING OFFERS

WHAT ARE **MY PRIORITIES?**

WHAT IS **NEGOTIABLE?**

THINK ABOUT YOUR PRIORITIES

- Professional growth
- Child/family care
- Well-being
- Medical considerations
- Scheduling flexibility
- Commute, travel, hours
- Post-workday engagement(s)
- Stress, workload
- Mentorship
- Company culture/Values
- Telework
- Feeling like I make an impact
- The diversity I bring is valued
- ?
- ?
- ?

WHAT IS NEGOTIABLE?

- Base salary
- Medical insurance
- Sick/disability pay
- Life insurance
- 401K/pension
- Dental insurance
- Annual salary increases
- Employee assistance
- Tuition reimbursement
- Bonus commission plan
- Planned social activities

- Promotion opportunities
- Shorter probation period
- Commuting benefits
- Flextime
- More than 2 weeks vacation
- On-site fitness center fees
- Stock options
- Telecommuting
- Dependent care benefits

- Company car
- Payback of student loans
- Travel
- Relocation
- Training/certification costs
- Choice of projects
- Professional conferences
- Sign-on bonus

WHAT DO I SAY?

Job Offer

"Thankyou for the offer — I'm genuinely excited about the opportunity and enthusiastic about joining your team. (Show appreciation and enthusiasm)

Over the past few days, I've reflected on the role, its responsibilities, and how my background aligns with your needs. (Build context for your response)

Given my experience and the value I can bring to the position, I believe a salary in the range of (insert range) would be a fair and competitive reflection of my qualifications." (Share a range that reflects your value)

PRACTICE YOUR NEGOTIATION SKILLS

How to Confidently Negotiate Your Salary, Meggie Palmer

** LinkedIn Learning **



NEGOTIATIONS TAKE TIME

And depends with whom you are negotiating...

- Recruiter
- Hiring manager
- Supervisor
- Unit leader

Be patient

- The later in the hiring process, the more leverage you have



ACCEPTING / DECLINING OFFERS

Accept Offer

- Request a written offer letter
- Show appreciation
- Commit Fully

Decline Offer

- Show appreciation
- Send written notice even if verbally declined



RAISES AND PROMOTIONS

Timing matters

- Performance evaluation cycle
- New contract/client
- Coming off a success
- New information

Considerations

- Employee length of service
- Enhanced education
- Accomplishments
- New responsibilities
- Leadership expectations
- Company culture and policies

Same two questions...

1. What are my priorities?
2. What is negotiable?

WHAT DO I SAY?

Asking for a Raise (provide context)

"Given these accomplishments, I'd like to discuss a raise in my current salary. I've done my research into positions like mine at other companies. But before we discuss a raise, I'd also like to add how I believe I add value to our division/organization moving forward."

"Given my performance this past year and the success of _____, I would like to discuss the possibility of a raise in the near future. When would be the best time to discuss this and what should I bring to this meeting?"

- Identify your top 3 most valuable skills and accomplishments (think about what sets you apart).
- Research the salary range for your job title and region using AI, and sites like Glassdoor, Payscale, or Salary.com.
- Look up company-specific salary data if you're targeting a particular employer.
- Create a "salary package wish list" (base salary, benefits, remote work, bonuses).

Career Readiness Guide
go.gmu.edu/careers-guide



10-MINUTE CHALLENGE

QUESTIONS?



WE LOOK FORWARD TO SEEING YOU SOON!

- **WEBSITE:** careers.gmu.edu
- **APPOINTMENTS:** go.gmu.edu/careers-appointment
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MONEY SMART DAY

April 15, 2026

THANK YOU!

All the sessions recordings will be available on
moneysmart.gmu.edu



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