Negotiation Strategy + Tactics
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Based on a 2013 presentation by Professor Amy Wrzesniewski
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MEDIAN EARNINGS (2013)
Source: U.S. Census Bureau

<table>
<thead>
<tr>
<th>Category</th>
<th>Median Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total U.S.</td>
<td>$42,498</td>
</tr>
<tr>
<td>Total Architects</td>
<td>$71,305</td>
</tr>
<tr>
<td>U.S.-Men</td>
<td>$48,520</td>
</tr>
<tr>
<td>Architects-Men</td>
<td>$75,385</td>
</tr>
<tr>
<td>U.S.-Women</td>
<td>$39,233</td>
</tr>
<tr>
<td>Architects-Women</td>
<td>$65,516</td>
</tr>
</tbody>
</table>

Chart: Maggie Goldstone; Source: Table of 2013 American Community Survey estimates, U.S. Census Bureau

NEW HIRES’ SALARIES

- Females: - $15k
- Males: $15k increase

LARGE OFFICE
(+ 76 PEOPLE)

LEADERSHIP
POSITION

+ $13k

FEMALE
EMPLOYEE

- $15k

CAREER PINCH POINT 1: HIRING
64,000

0.5% per year

10 = $76,559

35 = $1,050,000

64,000

1% per year

10 = $96,278

35 = $1,780,000
FEAR
Negotiation

A better deal
Salary history
Reputation
“Fixing the woman” vs. “Fixing the context”
Negotiating

- Issues
- Range (target)
- Weight
- Interests
- Package Range
- BATNA
Negotiating

Issues
Range (target)
Weight
Interests
Package Range
BATNA
Negotiating Plan

Interview order
Offer timing
Negotiating partner
Negotiating Issues

Compensation
Insurance
Retirement
Relocation
Training/Advancement
Group/Client/Location
Negotiating Issues

Signing, annual bonus
Flex time
Equipment, parking, transit
Travel
Housing assistance
Negotiating Issues

Aspiration
Walking-away points
Negotiating Issues

Your last salary?
Making the first offer
Negotiating one issue at a time
Bad BATNA
Negotiating Dangers

Misrepresentation

Emotion

“Fairness”

Stopping

Politics

“Don’t do anything to get the job...”
Negotiating Conclusions

"...as if you were negotiating for someone else"

- Full package view
- Solving problems
- Advocacy
- Value vs. Need
- Saying “no”
"Pretend to ask for a raise."