

# Salary Negotiation: What You're Doing Wrong

When speaking on the topic of 'Salary Negotiation for Women', I invariably encounter women who bring varying levels of expertise on the topic – which is great.



Mostly, the women I speak with are aware of the benefits of salary negotiation but have resisted pursuing it for a raft of reasons ranging from lack of knowledge on the topic, to fear, lack of confidence and social conditioning.

I too can understand why many women avoid it, given salary negotiation is a small component of negotiation which is a fairly sizeable topic. This is evidenced by the many universities that offer negotiation subjects.

And as we know, many women tend to want to have a subject pretty well mastered before being confident to execute a discussion on it, which may be why we hesitate when it comes to salary negotiation.

It is pleasing when I do encounter women who are expert salary negotiators, and goodness knows we need more of these.

What I find more challenging is when I encounter women who have a little knowledge on the subject and a lot of confidence! While I love the confidence aspect I certainly don't advocate going into the salary negotiation process half baked.

Recently I met with a lovely lady who was professional, intelligent and confident. She was looking to negotiate her salary with her current employer after a period of absence. In speaking with her she seemed pretty confident in her approach. I asked her to test her salary negotiation pitch on me.

What I found was that her negotiation pitch was full of holes. It was all about her and her needs! While your needs are a given, a negotiation pitch needs to be packaged up to highlight the benefits to the person and organization to whom you are negotiating with.

**So what was wrong with the pitch?** To read the full article visit [Women's Agenda](#)

## **Salary Negotiation Coaching Service**

If you are new to Salary Negotiation or find yourself in unfamiliar territory [The Busy Women's Guide to... Salary Negotiation](#) will provide you with all the tools you need to get started.

Visit Amazon to purchase [The Busy Women's Guide to... Salary Negotiation](#)

Alternatively contact me to find out about my ['Salary Negotiation Coaching Service'](#).



**The Busy Women's Guide to ...  
Salary Negotiation**

**How to Successfully Negotiate  
Your Next Salary Raise!**

**Kelly Magowan**