



## Four Things You Need to Know About Negotiating the Best Offer

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You've landed a job offer. Congratulations! Now here are four things you need to know in order to negotiate the best terms and make a good offer better.

### Know how to listen

Before you can ask for a higher starting salary or more vacation days, really listen to what the hiring manager says about his or her company's needs. Then ask yourself how your abilities line up with those needs. This will prepare you to explain why your skills are just what the company needs.

### Know how to illustrate your value

Restate the company's needs to show that you truly understand them. Then explain how you can help meet those needs. For example, if they've had to scale back on marketing you can highlight your past successes in marketing on a limited budget. If sales are down talk about how your cost-cutting prowess can help meet budgets.

### Know when to say when

Before playing hardball for a better offer determine if there is another strong candidate. How? Listen for subtle cues, such as the hiring manager saying, "It was a tough choice, but we've decided to offer the position to you." If there is another candidate, ask yourself if you want to risk your offer being given to them.

And don't forget about hidden benefits that make a lower starting salary worthwhile, such as room for advancement, the opportunity to gain valuable experience that you wouldn't get at another job, and a great work environment.

If the starting offer really is too low or you decide to ask for more for other reasons, don't ask for additional compensation or benefits that equal more than 30% of the starting offer. Otherwise they'll probably say no, closing off further negotiations. And thoroughly prepare your counteroffer, as hiring managers are not keen on ongoing negotiations.

### Know when to be quiet

You know how when there's a pause in conversation someone always rushes to fill it? Don't let that someone be you. After the hiring manager gives you their offer say nothing for a few seconds. More often than not they'll say something like, "Well let me see what else we can do."

Remember that even if you take a job with a lower-than-expected starting salary you don't have to stay there forever, and a raise may be as close as a few months away. Keep meticulous notes of your projects and efficiencies so you're prepared to ask for that raise with fact-based confidence.

*Mandy Minor is J Allan Studios senior resume writer. She uses her ten-plus years of resume and career coaching experience to help professionals find jobs they love.*

*Are you job hunting or thinking about making a career change? Contact Mandy for a fun chat about strategies and tips that will help – [mminor@jallanstudios.com](mailto:mminor@jallanstudios.com) or (727) 822-2526.*