



CRACKING THE
Negotiation
CODE

**4 Essential Principles to Negotiating
the Salary you *Deserve!***

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Hi, I'm Shadé!

I'm SO happy you've downloaded this eBook! Because, it means you're committed to making sure you're paid what you deserve.

In case we haven't met properly yet, I'm Shadé, founder of The Neurofemina Institute.

My mission is to help you hack your career, overcome your limiting beliefs, and confidently create the extraordinary life you deserve!

Across my 10+ year corporate career and working in, and with, Fortune500s, as well as having worked with thousands of women around the world, I've seen too many women settle with being undervalued, overworked and underpaid.

While I was in corporate, I successfully negotiated two 45% increases IN THE

SAME COMPANY! This is absolutely unheard of!

And now I want to help you make sure you're paid what you're worth.

But let's face it - no one enjoys negotiating. It's awkward, uncomfortable, and most just want to get it over with. Women in particular are generally more agreeable, and therefore less likely to even try and negotiate.

I know too many women who let their companies dictate what they're worth- but NO MORE! In this eBook I share the most important things I've learned about negotiating so you can feel more confident and prepared for next time!

Let's dive in!



Principle 1

Be prepared with
a *'Rebuttal'*

“What do I say if they offer me something too low?”

You might find yourself in a negotiation where it's been a really positive experience, you've done well at highlighting your skills and experience and they seem very interested. You're confident they'll make you an offer. But when they do, it's WAY too low...

(PS - it's more common than you'd think!)

Here are 5 steps you can follow 

- 1. Start with gratitude:**
“Thank you for the offer”.
- 2. Share something positive:**
“I’m excited about the prospect of joining the company...”
- 3. Reinforce that the offer is too low based on market value:** *“The offer is well below what I consider to be market value for my skills & experience...”*
- 4. Remind them of key achievements/strengths:**
“I’ve achieved X, Y & Z... and bring strengths in A, B & C”
- 5. Share what you believe you deserve:** *“I believe a high performer in this position would be earning between \$X & \$Y” (NOTE: anchor higher, starting at 10% more than what you’re aiming for!).*

Principle

Negotiating what you're
worth is about *'Justice'*

I don't like negotiating!
I prefer not having to do it...

When it comes to negotiating, you need to think about it from the perspective of JUSTICE: ensuring that you receive what you deserve based on your experience, track record of performance and the value you'll add to the company. Remember: It's not greedy to ask. It's not selfish...

Here's what you need to keep in mind →

Base your 'ask' on Evidence: If you believe you deserve more by way of compensation / salary, you need to be able to back it up with 'evidence' and objectively share the facts around your performance. This include when you've gone above-and-beyond in your previous role, how you've saved time, successfully delivered projects, or contributed to revenue growth. Be as specific as possible and use numbers if you can, .e.g. *"I brought in \$800k of new client sales"* or *"I improved time to resolution by X%."*

→ **Remember:** Companies don't 'care' about how much money you 'need' to live... You want to keep the discussion on why you 'deserve' it based on your track record of performance and the value you're adding.

Principle

Know what you
want to *ask for*.

Your
preparation
will
determine
your
outcome.

Let's face it - no one enjoys negotiating. It's awkward, uncomfortable, and most just want to get it over with.

BUT, if you rush a salary negotiation, or don't even bother trying, you're passing up your opportunity to actually secure a better salary.

Here's how you can best prepare



1. **Know your 'market worth'.** What is your industry paying for your skills and experience?
2. **Know your number.** Understand what you want to ask for based on history and experience.
3. **Practice!** Practice & role play how you would articulate your performance and the reasons 'why' (quantify your performance as much as possible!).
4. **Breathe!** Before and during the negotiation, keep that oxygen coming through!
5. **Make Silence your best friend.** Get comfortable with using silence - it's golden! Don't feel that you need to immediately fill any silences or respond straight away. Take your time.

Principle 4

Know what *'not'* to say

Knowing what to say in a salary negotiation is important.
And do you want to know what else is important to know?

What NOT to say!

5 phrases you NEVER want to say in a negotiation

What NOT to say is just as important as what you DO want to say.

1. **"I accept the offer".** If you immediately accept an initial offer without negotiating, you're leaving money on the table. It's incredible rare for a company to offer you their best offer first.
2. **"I know it's a bad time & you might not have the budget..."** If you're negotiation, you MUST be confident. Stand up for yourself.
3. **"I need more money to afford my rent."** The company doesn't care about your expenses. Instead, you need to focus on the value you'll bring to the company.
4. **"I know Sarah's getting \$15k more than me and I work harder than her."** Don't throw a coworker under the bus. Again, focus on your value.
5. **"Are you serious? That offer is a joke."** Even if you feel insulted, keep it professional. Try and counteroffer based on your market worth & track record of performance, or see if the company is open to increasing the budget, a title change or extra vacation time.



Bonus!

Negotiation doesn't *'end'*
once you've got the job

Once you've demonstrated your value, you can ask for a raise.

If you believe your performance in your current role is above-and-beyond, you can request a raise. Before you think about asking, you need to **be clear on these 3 things:**

1. *Based on your research, what is your market value?*
2. *How have you delivered above-and-beyond?*
3. *Be really clear on 'why' you deserve an increase.*

Here's how you could frame your request 

1. **Gratitude & Positives:** *"Thank you for your time... I've really enjoyed working with the team"*
2. **Achievements:** *"Over the past X months, I've been able to deliver X, Y, Z. I received the following feedback..."*
3. **Comparison:** *"I've looked at comparable roles in companies similar to this & have a clear view of my market value which is \$X to \$Y."*
4. **Ask:** *"I would like to ask for an increase in salary to \$X."*
5. **Request Support:** *"Can you please help me with this request..."*
6. **Then, follow up.** Send an email immediately after, summarizing your conversation and everything discussed.

Good luck!

Make sure we're connected through The Neurofemina Mastermind, my private Facebook Community for accountability and support from a growing network of professional women from around the world!

Want to work with me?

Keep an eye out in your inbox! My first ever Neurofemina Institute Online Program for professional women will be launched soon! Lifetime access to over 6 hours of on-demand video content focused on building your confidence, overcoming your self-doubt, boosting your influence and crafting the career of your dreams awaits!



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