

# Christy Noel

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## SUMMARY KEYWORDS

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00:16

Hello, grad congratulations on your accomplishment. Hi, I'm Christie Noel and welcome to three secrets to negotiating your salary. But before I jump in, I just want to get say kudos, dude, for graduating in this incredible year that we have had the year, year and a half. graduating from college for me was an accomplishment in and of itself. And I didn't have to go through a global pandemic and do most of my classwork virtually and probably at home, or in a apartment or house with a lot of other people doing a lot of other things. So again, super wonderful accomplishment, and congratulations. And I am really excited to talk to you today to help you negotiate your salary, whether it's your first real job, or you're working your way through your professional life already. And you're ready for that next step and maybe need some tips to make a little bit more money. Sounds pretty good, doesn't it? So let's dive in. I think it's going to be good. Hopefully you've got a notebook and a pen or your phone or some other way to jot a few notes, I think there's going to be a couple of takeaways you're going to want to keep track of and use. While you are in your job search. Welcome to three secrets to negotiating your salary. Let's dive in and see what we are going to talk about. So what I've got in store for you are important stats to start you off, I think you'll find them really interesting. I know I did, about the status of what people are doing when they are negotiating or, in many cases not negotiating their salary. And why this is such a huge mistake. I'm going to give you some math, hopefully I don't make your brain spin too much. We're going to talk about why it is so important to negotiate your salary and what that financial impact is over the tenure of your career. We are going to dive into the three secrets of negotiating your salary. I've got some do's and don'ts of strategic salary negotiation. And then I have a bonus for you at the end and some common salary situations and I've got some scripts that will come in handy if you find yourself in that situation. So let's get to it.



02:31

I am Christie dwelle. And I am a career strategist. I'm a marketing executive. I'm the Senior Vice President of Marketing for a nonprofit fundraising software company called mobile cause we help nonprofits raise more money. I also advise nonprofits on their fundraising strategy, help them raise more. I have also been a volunteer on several boards. And in nonprofits where I've done my own fundraising. I am an Ironman triathlete, I've completed seven Ironman triathlons, none of which are in Kona, I'm not good. I just completed them. I am a rescue dog, foster mom. And I am also the author of two career advice books, your personal career coach and your career Survival Guide. And I'll tell you a little bit more about those books at the end.



03:23

So before we jump into the agenda that I just presented, I do want to tell you about my personal experience with my first job offer. So I was locked out of college looking for a job in sports, or television production, or news and journalism. I had done everything that you're supposed to do. I had done internships, and I had studied and I had done low paying jobs where I got great experience. In fact, I'd even volunteered at the local cable company and I had my resume all set. And I was interviewing and I got a job offer at a cable Sports Network, dream job, total dream job. And I was so excited. And while I was at my last interview, my soon to be supervisor said well, we want to hire you, and this is what we want to pay you. And my response was okay.



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I did not know negotiate. I did not ask about benefits. I didn't ask about 401k. I didn't ask about what the hours were I didn't ask about upward trajectory. I didn't ask about support for my further education or what the hours were or even if the wedding went if I was ever going to get a raise. I didn't ask for anything. And I didn't ask about anything. And it wasn't because I was afraid that if I asked about those things, I'd seem ungrateful. Or that I really wasn't excited about the job or maybe that he was gonna get angry and take back the job.



05:00

offer. Those are all valid reasons why a lot of people don't negotiate their salary. But that wasn't for me, mine was simply because I didn't know any better. I didn't know that you're expected to negotiate or even that that was a thing that you could do. I just thought

whatever they presented you with was, what you



05:21

took what you accept it. And as, as I've matured into my career, and had a few years behind me, I've learned that that's actually not at all true. And that's why I want to spare you that same mistake and hopefully get you off on the right foot, on your career and your compensation.



05:40

So as promised, I've got some really powerful statistics that I hope will change the way that you look at salary negotiation, because like me, and my first job, three and five people accept a job offer without negotiating the salary. So people, a lot of people, a lot of professionals are leaving money on the table. And now that you're educated, that's not going to be you. And the people that are not negotiating women, were doing it even less. So ladies, 66% reported that they did not negotiate their salary, whereas 54% of men said that still those two, both those statistics are too high. But ladies, we need to stand up for ourselves and really know our worth and get more money and ask for more.



06:26

And asking for more is not all just a generational thing. young professionals are also not asking for more or trying to negotiate their salary 55% of workers between 1834 didn't negotiate their salary, and 37% of millennials have never even asked for a raise. So again, we're leaving a lot of money on the table, when we're not asking for more and approaching our prospective employer or boss to up our salary to what we're worth.



07:01

And this isn't the prettiest chart, and I apologize for that. But it's really powerful. So hopefully, you'll be able to follow along with the information. So this is why it's so important to negotiate your first salary, I base this chart on a beginning salary of \$50,000. And that's Ernesto. So he is going to make \$50,000 at his first job, I've calculated that he's going to get a 3% raise every year over the course of his career. And that means at the end of his career, he'll be making \$183,000 a year. So if you look at it and say, Okay, well, the difference between asking for 50 and \$55,000 isn't that much. In fact, it really is because Joan asked for \$5,000 more at her opening salary. So she's gonna start off

making \$55,000. So that first year that discrepancy between Ernesto and Jonas 5000. But then the next year, there's another Delta, because she's gonna make that \$5,000 more another year. And when she gets a 3% raise, that delta gets even higher, because she started off making more. So assuming that Joan earns, Started off making \$55,000 and got a 3% raise every year over the course of her career. At the end of her career, she will be making \$202,000 a year. But that equates to almost half a million dollars more over the course of that her career than Ernesto made. Now let's bring in David, David's gonna start off with \$55,000 opening salaries. So he negotiated for \$5,000 more, he's gonna get 3% raise every year, and I factored in every 10 years that he gets a 10% year 10% raise. So maybe that's a promotion, maybe he switches jobs, and he gets a bump up something along those lines. So over the course of his career, at the end of it, he'll be making almost \$281,000 for his base salary. But because he started off higher and he got those extra raises, and he got asked for a promotion, or a raise and got it every 10 years that 10% he's going to earn 1.3, almost \$1.4 million over his career than Ernesto did. And then last but not least, we have Ming Ming asked for \$5,000 more when she took her first job offer. She's getting a 3% raise every year, and she's getting a 10% raise every five years. She's getting promoted quickly or she's asking for for more raises. She's showing her worth and asking for it. And so her ending salary is \$365,000. But all those extra bumps over the course of her career equate to over \$2.6 million.



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So that's why it's so important for you



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To start your career with the highest salary, you can get any job actually the highest salary you can get, because it makes a difference year over year, because that's more money in your pocket more money in your bank account. And then when you get the next raise the next job, the next promotion is going to go higher from that higher level.



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So real quickly, this is just a visual, a different visual of what I just showed you the difference between Joe and David and Ming, over the course of their career, and how much more that they make by negotiating their salary.



10:37

So let's dive into those secrets. secret number one, job offers are not rescinded over compensation. If you are one of those people who feels like I can't ask for more, I can't bring up the conversation. I need this job. But they're going to take it back. If I ask that is simply not true. So I want you to put that out of your mind. Here's the real deal. Here's the secret. Employers have invested time and energy in recruiting and interviewing. Trust me, it's a lot of work. We've spent a lot of time when we get down to our final candidate. We are super excited about you. We want you to come on board, we are thinking oh gosh, I hope they say yes, not Gee, if they ask for more money, man that we're out here, no. So if they offer you the position, they really want you, they want you to except they don't want to go back to the drawing board, they probably don't even want to go back and look at some of the candidates and say pass they are totally on board for you. So they want to work with you. They want you to come on board. So they might not be able to give you everything under the sun in the moon even though they might want to, but they're going to be flexible, they're going to they're going to do what they can to bring you on board because they've invested in you at this point. And they really want you to be a part of their company.



12:01

secret number two players expect you to negotiate this is the secret I didn't know about when I was in your physician. So please, please write this down. If you need to. Employers expect you to negotiate the first offer they present is never their best offer, they're going to expect you to come back. So there's they leave a little wiggle room, whether it's the salary or the bonus or some other aspect of your compensation, they're waiting for you to come back and ask more. So they've left the room so that they can give it to you they don't go out typically with their best offer.



12:38

So first and foremost, you need to know and believe that you're worth it. Because if you're I don't know, should I do this? Am I am I being greedy, you know that you want to be confident and know that you are absolutely worth it, you have studied hard, you've gotten your experience, you've got your diploma, you've made it through COVID and graduated, you are worth it, and you're going to be great. So you know that about yourself, you tell yourself that is you are prepared to negotiate for you for a salary.



13:13

So when you're knowing your worth, and you're knowing what you should be paid, you need to do some research. Because it's not just about saying, gee, I think I should get more or Gee, I kind of want more, you want to be really clear and confident why you deserve more. So you need to know what a position similar position in your area because a position in Los Angeles is probably being paid differently than a position in Kansas City, just because of the cost of living. So you have to do your research in the city that you are in and comparable responsibilities. So look at similar positions in your area, some of the positions on some of the job boards will show the salary. Ask your fellow students and colleagues, people can talk about their salary more now than they did in your grandparents era or maybe even your parents era. So it's okay to ask or even just ask for a range. If you're not comfortable coming right out, you know, are you getting paid 45 to 50 or you're getting paid 65 to 70 knowing that, that's a big difference. So you'll know kind of what similar positions are getting paid. And I You should also understand the laws within your geographic area about what you can or what the employer can ask of you and what you don't have to divulge. So several states have banned employers asking you for your previous salary history. They're not allowed to ask you what you've made. Now they very well, well, very, very well may ask you your range. And that's very typical. But they cannot ask you what your exact salary



15:00

History has been in certain states. And in California, for example, Employers are required to provide PayScale information at the applicant. So if you're in California, you can say, What are other



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employees at your company making in this position, and you are legally allowed to ask that. And they have to give you that information. So understand what the laws and the are where you are and knowing so what you can ask and information you can be given, and what they can and cannot ask of you. But again, I want to hammer home that you need to understand what you're worth, what your positions worth, and real feel really confident going in and asking for it.



15:43

There are some great online tools that you can use to calculate your salary. Some of these

are free, some of them require you to put your email address and they're not paid. But you might have to give some personal information or your email address or something. So it's really up to you and your comfort level. Some of them are better in certain industries. So you might want to just check them all out. There's PayScale, there's indeed, there's a site called the salary project. Glassdoor has some tools to help you uncover some salary ranges for physicians based on responsibility salary, Comm. And then LinkedIn also has some salary information that you can do for research. There's other ones as well. So if you Google, you'll find other options. These are the some of the ones that I recommend, but they're definitely not the only ones. And so if you've got other tools, or have been recommended other ones, then then use those. But the point is really to understand what that position is paying for that type of responsibility.



16:46

All right, moving on. Now we're to secret number three in their salary negotiation. And that is, everything is negotiable. And keep in mind that compensation isn't only about the salary compensation includes the entire benefits package. So that includes whether they have a 401k maybe they have a 401k match. What's their vacation policy? they're sick policies and unlimited PTO Is it is it limited? So understanding what all of the aspects of the benefits and compensation package and equate that so if you a bonus, so maybe is their overtime? You want to understand? What's the base salary? Is it a? Is it truly a salary? Or is it an hour hourly position? So Well, what you paid change on whether you're the number of hours you work, you understand that there's a bonus? Is there overtime? When are the raises? And do they get cost of living raises? Or is there a review every year. So we want to calculate all that because something could have a base salary. That sounds really good, but maybe doesn't have a bonus, maybe there's no overtime, maybe there's no opportunity for growth, and there's no additional reviews that are anywhere in the near future. But a lower base salary might be actually hourly. And so there's going to be overtime, and maybe the typical person in that job works five hours of overtime every week, then you need to calculate that in and what's that look like over the course of a year, maybe there are bonuses on top of that, and then maybe there is they're going to do a review in six months and reevaluate your your salary. So get out your calculator and your spreadsheet and put all these numbers in and then, you know, look at that over a course of one year, maybe two years and really see what the difference is between those two, because just space salary alone may not be giving you the full picket picture of which is actually a more lucrative position.



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And then when they offer you the job, don't do as I do and say it will, okay and just have it be verbal, make sure you ask for a written



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job offer. You want everything on paper. So you want the salary you want to know if there's overtime and what the vacation policy is. If it's unlimited. If there's a certain number of days if you'll get paid out for that over the F A don't use the or sick time after a year or what how much of vacation time you can accrue how many paid holidays are there? Are there any as a generous plan? What's the health insurance like? Do they pay the premium for you? Do you have to maybe they pay a part of it but you have to pay the rest? Is there are you an individual Are you a family? What are those rates? Is there different plans that you could put in different health care plans that have different price tags associated me there's a PPA PPO or HMO?



19:46

Do they have any perks? Do they have a stocked kitchen? Do they have employee discounts do they take Friday's off



19:55

once a month to go to lunch in a movie you know all these things are their travel



20:00

Will you get reimbursed for some of your travel expenses? Is it in an office? Is it virtual? Is it a hybrid? How much is that worth to you to not have a commute that is an hour each way or something along those lines. So you want to have understand all the things you can about that job and ideally, have it well not Ideally, you want to ask for it written. So you can see it all in writing, you have something to refer back to if and when needed, most likely, they'll have you sign it when you accept the offer. But it really helps to see it all written down and printed out, especially if you're in a situation where you're choosing between jobs. And isn't that a great situation to be in.



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So you want to have be able to properly evaluate everything by having it written down.



And then if something doesn't align with what you're looking for, if the salary seems a little too low, if the



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vacation time isn't, is great, all these things are negotiable. It's not just about salary. And depending upon the company, they might have different flexibility and what they can offer you. For example, when I worked at a startup, they were limited to how big my salary could be. So what I was able to negotiate was a better stock option plan.



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There they were startup, they didn't have a big budget so that there was only so much from there. But the potential payoff had a lot more flexibility. I worked for a median company, and they could



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give me



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the salary and the bonus, but they couldn't give me a whole lot more there. But they've worked with me to determine how to get the bonus payouts and it made it a little bit more flexible on the KPIs that were key KPIs. So I say that right.



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The key objectives, I don't think I did KPIs, thank you, um, to make sure that I could achieve that bonus. And then when you work for a larger company, they probably don't have the flexibility to have



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change vacation policy, or even maybe working from home policy or things like that, because they have to be very consistent among employees, but they might have more room to up the salary, or maybe they don't have more room to up the salary, but they

have more room to have flexibility in a work environment. So you have to understand a little bit maybe where what kind of company is and how much flexibility they have. But please know that you can negotiate for everything. So what I like to do is prioritize what's most important for me, secret, it's the salary is at the top of the list. So that's where I always start my negotiation. But then I put in order of priority, what's next is it you know, I want to have really great health care, and I don't want to pay for it, or I want to be able to not be on the road, I live in Los Angeles, I don't want to be on the road for a long time. That is very true. So knowing kind of the priorities of what you negotiate, and then you kind of work your way down the list until you get to a compensation plan that you are excited about and happy about. So let's talk about strategic salary negotiation do's and don'ts. I've covered a lot of these already. But I just want to, and there's a couple new ones, but let's just kind of put it together in a nice package. So what I don't want you to do is waste your time, if you're not sure of the salary. Let me share another story with you. When I was hiring, I was meeting with a woman this was for a PR position. And she was highly qualified to the point that I was a little afraid that she was going to be too qualified for the position and what I could pay her. So I had a conversation with her upfront and said, Look, you've got great experience with love to potentially continue to explore if this could be a fit. But first and foremost, I want to make sure that I'm not out of you're not out of my salary range. So I gave her the range of the salary. And she said, Nope, not a problem. Sounds good. Let's keep moving forward. So we did. I ended up loving her, I gave her a job offer. And she came back and requested more significantly more. And my job offer had been at the high end of the salary range we had talked about. And so I did rescind the job offer. But let me make it really clear to you that I didn't rescind it because she negotiated I was not mad that she negotiated I was not upset. None of that I would rescinded it because we had an agreement upfront of what the range was. I was very clear and she accepted that that was going to be the range. And so even when I gave her the high end of that range, and she wanted more, it just left a really bad taste in my mouth. I just felt like I couldn't trust her.



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You know, it just we got off on on a bad start. So that's why I rescinded the offer. Not again, not because she'd negotiated



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Because we had in my mind, we're on the same page, and then she changed what her needs were.



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And I don't want that to happen to you, or you'd have you waste the time or have the company waste the time, if you're not sure the salary and it comes back, and it's just not within your range. So to the best of your ability to clarify the salary range up front, especially if there's a minimum you need to, to be able to live and you don't want to spend a lot of time and find out that it's below your minimum, and you don't want the company to ideally spend time, you know, wooing you, if you're not gonna be able to take the job. So do try to request with the ranges. You don't have to say specifically, what's the salary? But you know, that's a question that happened, say, Hey, I'm really interested in the position, we'd love to explore further, just so we know if it's a fit upfront, don't even say this don't want to burn your recruiting manager's time, either. Can you tell me at least what the ranges



26:03

if you are asked for a salary number in a job application, sometimes then if they use a very formalized job application process, they'll ask you what your salary ranges, or salary requirement is just put zeros. Don't give them a real number, you can save that for the negotiation, you don't want to use that as a reason that they



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do not continue to interview you before you even get a chance to talk to a human. So



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don't give him a real number, and put in zeros on the job application.



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don't provide your current salary or your salary request during interviews, if you can, I would say save that to the end. So you don't want that to be. You can ask but try not to give until you're you're closer to the end of your interview process. Or you're to the point where you're negotiating your salary. So do do your best. And it's really uncomfortable. I totally get it. A lot of times you're asked, and you don't know how to respond and you're afraid Well, did I say too high or too low? Is that going to take me out of the ballpark. So you always want to try and flip it back and get them to tell you what the salary range is not what you require.



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Big one don't immediately accept the offer. Even if it's more than you're expected to be.



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Again, what a great position is that to be in right? Like, Oh, I thought I was gonna get x and I got x plus y super excited. Even if it's more than what you expected. Ask for 5% five to 10% more. Remember, they don't come out, typically with their best offer. So there's still room to negotiate even a little bit more when it's more than you expected.



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Don't let an email or phone call be the only former formal offer you receive, do request a job offer in writing, especially with all the benefits, and all of the insurance and 401k and the financial information.



28:08

And then don't begin your negotiation without being prepared and practiced. You I want you to be confident in your presentation, I want you to be confident in your negotiation. And I want you to be confident in knowing how much you are worth. And you will do that by being practiced and prepared. So do your research. Do your



28:31

asking, have friends and have what they're making even practice. It's a great way to feel more confident. If you're not saying the words for the first time. It can be a little nerve wracking. So talk to your dog, talk to your plant, talk to your roommate. Practice it a few times roleplay so that you're sitting up straight and shoulders back and saying with confidence and gusto that you think you are while you're really appreciate it, you think you're worth just a little bit more.



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And here's my bonus to help you with those situations. So common questions or situations

that you may find yourself in is when they ask your salary requirements. And if you remember from like five minutes ago, I said that you want to try not to give



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your salary requirements you want to find out what the ranges so here's a way to do this. And and again, I know it's kind of awkward and you feel like you're stumbling over yourself sometimes when you're trying not to give a number and everybody says don't give a number but they don't tell you what to do. So here's one way to approach that and say I'll feel more comfortable answering that question about my salary requirements when I have a better understanding of the scope and responsibilities of the position. But until then, can you please share with me the salary range that is budgeted for the position so we can both know upfront if I could be a fit



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and then sit back and let them answer



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That's the hard part too.



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But then see what their responses. And if they continue to press is good and say I really am interested, I'd love to keep moving going forward. Let me learn more about the position so I can better answer that question once I have more understanding of the role.



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Now, when they present you with that job offer that they inevitably will, and you want to ask for more, even if it's more than what you're expecting, here's the way you can do that and still be grateful and professional. Because as I said, Remember, you want to make sure that you still come across as enthusiastic and they know that you're really interested in the job, that you're just looking to see what kind of compensation package you can negotiate for yourself. So something along the lines of thank you so much for offering me the position, I am so excited to be a part of Acme company, because I believe that I can really bring terrific experience and skills to help grow the company, at the same time,

learn about coding, because I know I'm going to be a really great web developer, app developer, in no time. And this is gonna be a great place for me to get started my career while giving and helping the company grow.



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I believe I should receive an an annual salary of x, is this something you're willing to discuss?



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So you want to make sure that you provide information of, well, I've kind of skipped a part. So let me go back based upon other positions that are similar in this city, I believe I should receive an annual salary of x. So you do want to have that backup information. And it's not, I've got bills to pay, I've got student loans, my family requires on me, those are all personal reasons that the company is not interested in making sure that you get paid more, they're interested in what you're going to bring to the company. So based upon your experience, based upon the market value of the position based upon other people in similar roles, based on the impact that's going to have on the company and attributing to its growth. Those are the kinds of things that you want to put into your script to make sure that you can then say is this something you're willing to discuss, and see what they say and if it's done about the salary, then again, go down your list of what's important, and negotiate for other things so that you feel really good about taking the job. And that's part of it too is you don't want to go into a situation where you're thinking that they're taking advantage of me this isn't really I'm not getting paid what I'm worth I'm you know,



32:51

I don't feel good about how they feel about me, you want to be going in they I'm excited to be here, they want me they're giving me opportunities, they've really proven that there is is excited about me as I am for the job, and I can't wait to get started. That's the feeling you want to have.



33:10

So those are my tips, my three secrets and some bonus, I hope that you got a lot of value added out of it. And I really am looking forward to hearing from you on how you apply these tips and, and what your job offers are looking like. So be sure to get in touch with

me when you start receiving them. If you would like more information, more of my stories, more of my career advice. As I mentioned, I do have two books that are available on Amazon, Barnes and Noble and all your favorite retailers, for job seeking and tough job markets and keeping a job. Once you get it my book your career survival guide how to get and keep a job in times of crisis is available. And then if you're looking to advance your career, including how to get a job, how to interview how to what to do when you first get a job, how to work with your boss, how to manage teams, all that and more that we cover everything from interviewing and networking to as I said, working with the boss,



34:15

your personal career coach real world experiences for early career success. It's written by my dad and myself and 25 contributing authors. We provide stories from our careers in short format. So we tell you the things we did write some things not sir right? all in an effort to have an entertaining way to provide you some really great career advice.



34:40

And because you're been spending this much time with me with with me at the grad career festival, I have a special if I wouldn't get one free special. If you purchase your personal career coach in any format ebook or paperback from any retailer, I will send you a ebook of your career Survival Guide first



35:00

Free so all you have to do is send an email to Hello at Christie Noel calm



35:06

with a screenshot snapshot photo received anything that shows that you bought it and I will send you an ebook of your career Survival Guide. I really want to help you on your career journey and I think the two books make even better contribution to your success.



35:26

And that doesn't stop there. Yes, yes yes the FreeBSD coming. So I have a free resume guide if you are still putting together your resume to start applying for jobs then please donate download seven re Hello seven resume do's and don'ts that get you noticed just go

to Christie Noel comm slash resume guide and you can download this freebie. And it's got some secrets and tips as well for what you should be doing on your resume and what you should leave off so that you get a resume that grabs attention and gets noticed and gets you the job interview because that's the purpose of the resume is to get you the interview the interview gets you the job.



36:08

So again, please let me know how everything is working for you. If you have any questions related to salary negotiation, your resume your career in general, I welcome you to reach out you can reach me in a number of ways. As you can see, maybe this laundry list of my website is Christie Noel, calm the book, your personal career coach is also its own website. You can email me at Christy at Christina wall comm I'm on socials, I'm on Instagram, I'm on Facebook, I'm on LinkedIn personally and professionally with my company for career advice as well. So send me a LinkedIn request. Tell me you saw me at grad career fest and reach out to me that way. And I look forward to making a LinkedIn connection with you. And then of course, if you're on Instagram, you can find me there as well.



37:02

So thank you so much. It's been a pleasure spending time with you. I really hope that all of this is been helpful for you to go out and conquer the professional world. Get a great starting job and a starting salary and go out there and have a wonderful career and as always, is what I say you're going to find out if you follow me.



37:29

Here's to your career success.