



Briefcase
Coach

TIPS FOR SUCCESSFUL SALARY NEGOTIATION

To be used in conjunction with Briefcase Coach's article
How to Benchmark Your Executive Salary

*Job Search Resource
for Higher-Level Professionals*

SALARY RESEARCH AND NEGOTIATION

For Higher-Level Professionals

This worksheet, based on the Briefcase Coach article "How to Benchmark Your Executive Salary," will guide you through the process of researching and negotiating your salary.

1. KNOW YOUR WORTH

- **Research Salary Transparency Laws:** Identify if your target state or city has salary transparency laws. These laws can provide valuable benchmarks.
- **Conduct Boolean Searches:** Use targeted keywords to find salary data for comparable positions in states with transparency laws. Example: "Chief Marketing Officer" + "California"
- **Utilize H-1B Visa Data:** Explore publicly available H-1B visa salary data for insights into compensation trends across industries and roles.
- **Review SEC Filings:** For publicly traded companies, examine SEC filings to understand executive compensation practices and pay levels.
- **Leverage Salary Reporting Platforms:** Use platforms like Glassdoor and Salary.com to compare salary ranges and gain insights into total compensation packages.

2. DETERMINE YOUR SALARY RANGE

- **Gather Data from Multiple Sources:** Compile salary data from various sources mentioned above to get a comprehensive view.
- **Factor in Cost of Living:** Adjust salary ranges based on the cost of living in your target location.
- **Consider Your Experience and Expertise:** Evaluate your unique qualifications and how they align with the position's requirements.
- **Set a Target Salary and a Walk-Away Point:** Determine your ideal salary and the minimum you're willing to accept.

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Target Job Title: _____

Target Location: _____

SALARY TRANSPARENCY LAWS

Does your target state/city have salary transparency laws? _____

If yes, list key provisions: _____

BOOLEAN SEARCH RESULTS

Keywords Used: _____

Salary Data Found: _____

H-1B VISA DATA

Relevant Salary Information: _____

SEC FILINGS (IF APPLICABLE)

Company Name: _____

Key Findings on Executive Compensation: _____

SALARY REPORTING PLATFORMS

Platform Used (e.g., Glassdoor, Salary.com): _____

Salary Range Found: _____

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SALARY DATA SUMMARY: (FROM ALL SOURCES ABOVE)

Lowest: \$ _____

Highest: \$ _____

Average: \$ _____

COST OF LIVING ADJUSTMENT

Adjustment Needed (Higher/Lower): _____

Adjusted Salary Range: \$ _____ - \$ _____

EXPERIENCE AND EXPERTISE

Key Qualifications and Achievements: _____

How these impact salary expectations: _____

Target Salary: \$ _____ . _____ Walk-Away Point: \$ _____

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3. PREPARE FOR NEGOTIATION

- **Quantify Your Achievements:** Clearly articulate your accomplishments and contributions in previous roles, using metrics whenever possible.
- **Practice Your Pitch:** Rehearse how you will present your salary expectations confidently and persuasively.
- **Anticipate Counteroffers:** Be prepared to respond to potential counteroffers from the employer.
- **Consider Non-Salary Benefits:** Think about other benefits like bonuses, stock options, and paid time off that can contribute to your overall compensation.

4. NEGOTIATE WITH CONFIDENCE

- **Express Enthusiasm for the Role:** Show genuine interest in the position and the company.
- **Present Your Salary Expectations Clearly:** State your target salary range and provide justification based on your research and qualifications.
- **Listen Actively and Ask Questions:** Engage in a constructive dialogue with the employer.
- **Be Prepared to Walk Away:** If the offer doesn't meet your minimum requirements, be willing to decline.

ADDITIONAL RESOURCES

- Briefcase Coach Article: "How to Choose Between Job Offers"
- SHRM: State-by-State Pay Transparency Laws
- H1B Salary Database
- IRS Tax Exempt Organizations Search