



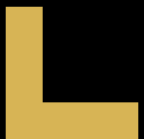
# NEGOTIATE

## LIKE A BOSS

7 WINNING PRO TIPS TO  
COMMAND YOUR WORTH

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# VIDEO GUIDE

WATCH WHILE YOU READ

Shay  
M. LAWSON



Negotiation

=

EVERY 🙌 DAY 🙌 LIFE

0:39 / 14:04

CC HC

Shay  
M. LAWSON



01



# BE CLEAR

**BE CLEAR ON WHAT IT IS YOU REALLY WANT  
& WHY YOU ARE ASKING FOR MORE**

- ▶ Is it worth your time and energy to negotiate or should you just turn down the opportunity?
- ▶ What value does this opportunity bring to you?
- ▶ Why are you asking for something other than what was offered?



# KNOW

## KNOW WHO IS ON THE OTHER SIDE AND WHAT THEY CAN ACTUALLY DELIVER

- ▶ Are you talking to the right person? What authority does the other party have to execute on promises?
- ▶ Is the organization in a position to give what you are asking?
- ▶ What non-monetary resources can you receive:
- ▶ Prepare a “script” to feed a higher-up to get to a definite yes



02





# JUMP

## JUMP THE GUN AND FALLBACK ON MONEY

- ▶ Don't wait for them to ask you about your pricing.
- ▶ Be the first to ask: "I'm very interested in this opportunity do you have a budget or typical price range you worth within?"
- ▶ If they ask you about your pricing and you want more than what you previously made use statements such as " In order for me to take this on I will need \$XXX.



03



04



# RESEARCH

**DO YOUR RESEARCH AND COME PREPARED**

- ▶ Justify what you're asking for by researching the market and knowing your worth.
- ▶ Bring your "receipts" aka credibility to the table (past achievements and awards).
- ▶ Have you completed the [magic equation](#) to clearly articulate your value proposition?



# DESERVE

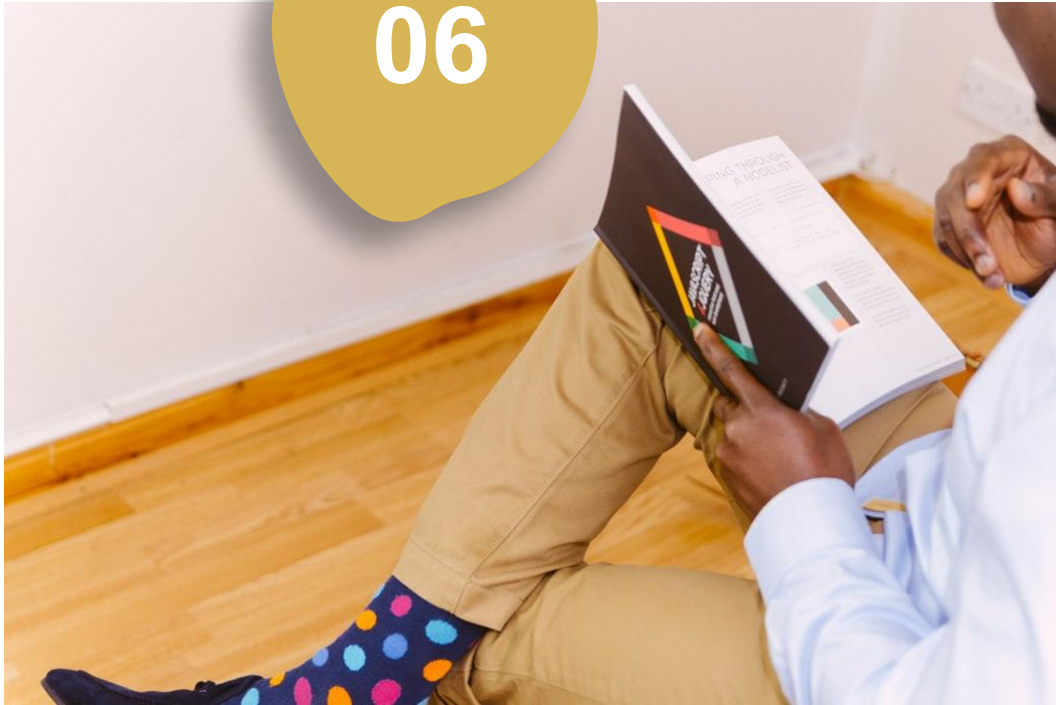
## WHAT DO YOU DESERVE BASED ON WHAT AND WHY?

- ▶ List out all of your accomplishments and awards that adds value to what you bring to the table.
- ▶ Measure your education, skills and years of experience vs your competitors
- ▶ Know what professionals are making in the industry and job market.
- ▶ Negotiation is **NO TIME** to be **HUMBLE**. Proudly list off big clients, big achievements, do it tastefully but be confident in where you knocked it out the park



05

06



# ANTICIPATE

## ANTICIPATE WHAT THE OTHER PERSON IS GOING TO SAY

- ▶ Be adequately prepared for “NO” in the conversation.
- ▶ You know what cards they're playing, so come to the table ready to play your cards.
- ▶ Be prepared to ask for concessions that are not monetary such as paid certifications, remote work, conference attendance, referrals, etc..





# SILENCE

## USE SILENCE AS A WEAPON

- ▶ Before using silence be prepared to absolutely walk away from the opportunity.
- ▶ Tell the other side you need time to consider your options based on the current offer and what you need
- ▶ When you allow what is for you it comes easier.

07



# BONUS

## WALK AWAY!

- ▶ Know your drop dead. Save yourself heartache and headache from accepting less than what you were worth and just walk away and say yes only to what you are truly worth. **The right "No" sets you up for the perfect chance to say "Yes"**

