

# THE 5 STEPS TO SALARY NEGOTIATION

## Financial Wellness @ DU

Brennan School of Business



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### CONDUCT RESEARCH

Research the market value average of the position. What is the national average salary for the position? What is the average in your geographic location?



### BUILD YOUR CASE

Build your case as to why you deserve more than what is being offered. Explain what you bring to the table and mention skills, certifications, previous experience, projects, accomplishments, etc.



### CONSIDER THE WHOLE

Focus on the value of the whole offer such as responsibilities, location, travel, flexibility to work from home, opportunities for growth, benefits, vacation time etc. Consider which aspects besides salary are most valuable to you.



### PREPARE

Physically write down a reservation salary and target salary. A reservation salary is the absolute minimum you are willing to accept and the target salary is what you hope to get offered



### PRACTICE

Practice answering tough questions from the employer and the delivery of your main points. You can always schedule an appointment with an Executive in Residence at DU.

