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Ask the Career Coach

Written by Lisa Guard,
Career Coach



I'm considering an offer but the salary is lower than I want to accept. Any tips on negotiating more money?

-Jason

Dear Jason,

Whether you're considering an offer from a prospective new employer or working on a career path with your current employer, negotiating compensation can be one of the most intimidating steps in the career process. A common misconception is that employers will always try to low-ball prospective or current employees to save a buck. This really isn't so. Many companies are willing to pay more and here's the key: Return on Investment.

What do you bring to the table that exceeds their requirements to justify an investment that exceeds their initial offer? Perhaps your 4 year degree (in a relevant field) exceeds their requirement of a 2 year degree or you bring a 5 year successful track record versus their requirement of 3 years experience. These are a few examples of the things that speak to the return on investment. Also keep in mind salary is not the only negotiable component of the compensation package. While cash is nice, fringe benefits like health & life insurance, retirement benefits and paid time off are just a few ways an employer can enhance *your* return on investment.