



## HYPOTHEICAL NEGOTIATION STRATEGIC PLAN

### DOVETAIL STATE OF PLAY AND YOUR ACCOMPLISHMENTS

- *STATE OF PLAY*
  - You've seen Company through some difficult times, particularly the unique challenges of 2020
  - Both you and Company have passed the test of adversity with flying colors
  - Even though Company's annual revenues dropped slightly in 2020, costs are down given the hiatus on business travel so, remarkably, profits are up
  -
- *YOUR CONTRIBUTIONS*
- - You/your team,
    - Helped launch the new Company multi-cloud strategy
    - A great deal of the success of that launch can be credited to your/your team's role in \_\_\_\_\_.
    - You've taken on more responsibilities in the past \_\_\_\_ years to assure successful communication initiatives
    - Unfortunately, your role hasn't changed to reflect all of those responsibilities
    - Here's my original job description and a "dummy" description that describes the duties I've had for the past \_\_\_\_ period of time.
    - You have a strong understanding of the unique Company Cloud Communications interests and how each of the \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ teams work together
    - Your institutional knowledge and both external and internal relationships have allowed you to accomplish \_\_\_\_\_.

## YOUR PITCH

- We approach your promotion and compensation negotiation as if you are applying for a new position
- We don't view it as a raise because your current compensation acts as a drag on the market value we have established for the position your promotion will put you in.
- Your opening will sound something like this:
  - *I've now had the opportunity to benchmark compensation for similar roles in similar companies in our industry and the benchmarking suggests that the market value for a [job title] is, i.e., six figures with a "3" in front of it or \$250K or \$190.*
- There are ways in which I can be compensated for my yearly results as well as for my market value that are not currently expressed in my position or compensation package.
  - Bonuses for my individual contributions
  - Bonuses based on the performance of the team in which I played a leadership role
  - Bonuses based on company performance
  - Additional grants of equity

## COMPANY MISSION AND VALUES

The goal of looking at Company's Mission and Core Values is to align its *interests* - its needs, desires, goals, priorities, preferences and fears (challenges) - with your own.

## SCRIPT

Identify allies who will support your proposal and discuss with them the best person with whom to have your initial compensation and promotion discussion.

- **Small talk**
  - How are things going?
  - Praise for your team and the departments who helped make your initiative a success
  - Any big challenges on the horizon that my team should be on the alert for?
- **Starting the compensation conversation**
  - I've given the compensation package for my new role a lot of thought as well as research with recruiters, in on-line sources and with industry leaders [this is an 81cents.com reference]
  - My network of established relationships has allowed me to achieve better results in my role than even COMPANY's seasoned professional prognosticators anticipated

- The only downside of raises tied to promotions is for both of us to treat the raise as incremental rather than based on market value for the position.
- The benchmarking I've done suggests that Company would have to pay someone [see above] if the company was hiring for this position
- Because I'm performing at the top of my game, partially because of the excellent institutional relationships I've established (both internal and external) I believe I bring more value to the organization than bringing in someone new.

### **Opening proposal**

- The First number is aspirational based on solid reasoning
- First Concession \_\_\_\_\_.
  - Reasons for first concession
  - Difficulty of making first concession
  - Suggestion that Company make a similar concession (reciprocity)
- Second Concession
  - Reasons
  - Difficulty
  - Reciprocity
- Bottom line
  - Reasons
  - EXTREME difficulty
  - Need for Company to close the gap

### **Anticipated Push Backs And Planned Responses To Push Backs**