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Negotiate Early, Negotiate Often: Lifting the Salary for the Profession

Ashley Hughes, AuD



Ashley Hughes, AuD

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Disclosures

- **Presenter Disclosure:** Financial: Ashley Hughes is employed by Interacoustics US. She received an honorarium for this presentation. Non-financial: Ashley Hughes currently holds the following: Leadership Council Chair, State Relations Committee Member, Learning Labs, Grand Rounds, and Mini Modules Subcommittee Member, Posters Subcommittee Member for the American Academy of Audiology and CE Committee Member, and Government Relations Committee Member for the Minnesota Academy of Audiology.
- **Content Disclosure:** This learning event does not focus exclusively on any specific product or service.
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Learning Outcomes

After this course, participants will be able to:

- Describe the pros and cons of different communication modes for negotiations.
- Summarize the information necessary to enter a hearing healthcare negotiation as successfully as possible.
- Explain the benefits to both the employee and employer of negotiating compensation in hearing healthcare.

Agenda

- Introduction
- Negotiations
 - Why
 - What
 - How
- Questions



About me

- Doctorate earned at University of Illinois (2014)
- Clinical Specialist for Interacoustics US
- Extensive clinical and research experience with multiple published papers and posters
- Highly involved with AAA and other relevant organizations and bodies
- Passionate runner, traveler, reader, auntie and dog mom

Why Negotiate







Why: Gender Gap

- 46% of men always negotiate salary following a job offer vs 30% of women
- 39% of men feel apprehensive about negotiating vs 55% of women

Why Negotiate

- Recruiters: 25% negotiate job offers
- Employers: 80% say negotiating makes a better impression than not
- Average gain from negotiating: 2-4%
 - \$2-4 million over a career

Why Negotiate

- Claim value
- Cultivate value
- Create value
- Otherwise...



What: Terminology



BATNA



Best Alternative to Negotiated Agreement
(BATNA)



Best you can do if the other party refuses to negotiate



Not necessarily your *ideal* outcome, the best you can do **WITHOUT THEM**

Reservation Point (RP)

- Your bottom line
 - If the current deal is better, take it
 - If it is worse, walk away
- Your BATNA +/- differences between the deal and your BATNA
 - E.g., opportunity costs, switching costs, ego, preferences, etc.
 - RP changes if BATNA changes

RP and BATNA

BATNA

- Move in with parents
- Wait tables
- Keep applying

RP Y

Initial Ask X



Bargaining Zone

Area in which an agreement is satisfactory to both negotiating parties

Overlap area between walkaway positions in a negotiation

AKA ZOPA (Zone of Possible Agreement)

Bargaining Zone



Joint Gains

The cooperative process of interest-based bargaining

Helps create value

Both parties find way(s) to increase the amount of (shared) benefit

“Place a higher priority on discovering what a win looks like for the other person.”

– Harvey Robbins

How to Negotiate



How

Ask	ASK, and plan!
Research	Look up local salary statistics: https://www.bls.gov/oes/current/oes291181.htm#st
Plan	Plan your asking salary, and how you will justify this amount

Steps



IDEALLY,
EMPLOYER
OFFERS FIRST



RECRUITERS
ARE SMART



ASKING SALARY



BE FLEXIBLE



IF YOU CAN
MEET ME AT X...

Email

Takes longer

More misunderstandings

Less rapport

Less satisfying

Advantages

- Time between emails
- Less compulsion to reach agreement
- Less influence of superficial status quo

Tips with Email



Be clear and concise



Meet or talk on the phone first



Assume miscommunication, not ill intentions



If you are having problems, switch to a different/richer communication medium

Face-to-Face

Better at building rapport/relationships

Easier to get a "yes" (for both parties...)

Easier to read non-verbal signals

Decreases likelihood of miscommunications

Increases efficiency

Misnomers

- It is about winning and losing
 - For me to win, you must lose
 - For me to be happy, you must be sad
 - If it sounds good, you must be lying
- Assumes there can be no value created

Practicing

- Prices in shops/restaurants
- Getting first class seats at the gate
- Avoiding a speeding ticket
- Housework, tasks, etc. with your partner

Considerations

- What is the best and the worst possible outcome of the negotiation?
- What do I know about the situation?
- What do I not know about the situation?
- What questions can I ask that invite a NO?



Suggestions

- Beware of hearing what you want to hear
- Prepare answers to difficult questions
- Read contracts carefully before signing
 - Do not accept assurances that contract items/changes are “just a technicality”
- Practice, practice, practice!!

Summary

- Understand negotiation foundations
 - Interests, BATNAs, bargaining zones, etc.
- Practice
 - Preparing for and engaging in negotiations
 - Handling the consequences of negotiations
- Learn to be a better negotiator
 - Improving at reflecting on future negotiations
 - Improving at predicting how people will behave
 - Gaining awareness of what you are doing and why

Recommended Reading

Get Paid What You're Worth: The Expert Negotiators' Guide to Salary and Compensation (Northcraft & Pinkley)

Getting to Yes: Negotiating Agreement Without Giving In (Fisher & Ury)

Thanks!

Connect with me!

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