



Techniques to negotiate salary

Step by step guide

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Digital Salary Insights



£27,418

Average salary for a
Software Developer

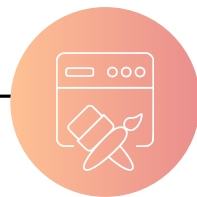
(Payscale)



£39,443

Average Digital
salary in the UK

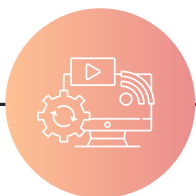
(Reed)



£53,026

Average salary for a
Web Designer

(Payscale)



£37,500

Average salary for
Digital Marketing jobs

(Totaljobs)



£48,964

Average salary for
Ecommerce Manager

(Reed)



It's not uncommon to find that salary can be one of the deal-breakers when it comes to either accepting or rejecting a job offer.

However, negotiating salary may not just be a factor when negotiating an offer, it can also come up whilst working in a position. It can be challenging asking for an increase in salary; and this is due to two reasons. Firstly, you don't want to jeopardise your position either within the business or when considering an offer – as you've gotten this far.

Secondly, you may not know how to go about approaching your employer or potential employer to negotiate a salary – so you want to make sure you have all the information you need.

Most roles and sectors will have a salary average, your experience and the current demand for talent and competition in that sector will also play a key role in the salary which is offered. Once presented with an offer, most employers will give you the opportunity to think over before making a decision. Looking for some tips? We've got you covered!

Understand Salary Trends

In order to successfully negotiate salary during an offer or when discussing an increase, you must first get an accurate view of the average salary in your particular field.



By carrying out this research, you're likely to find the average salary in your chosen field and position; whilst you'll be able to identify the geographic differences in regards to salaries.

One thing you may find in your favour when it comes to negotiating salary is your skillset. Your level of experience and skillset may be the deciding factor when negotiating. By being in touch with the latest skills in demand, you will be solving a problem for an employer who is looking for someone with the right skills.

Findings from our Salary Survey



53% of respondents feel their salary doesn't match their job



£62,767 is the average income of survey respondents



25% of respondents have benefits as part of their package

Build Your Case



Once you've been presented with salary to go with a job offer; you will either be satisfied with the offer or you will feel that you deserve more.

If that's how you feel, you must build your case. By combining your research on current salary trends, whilst making comparisons to your career history and the salary you have been previously on, this will help you to justify your reasoning.

It's always a good idea to present specific examples of your skillset or past certifications; whilst establishing how this will help your ability to carry out the job. By you attaching your strengths and abilities to the position, this will help you make a stronger case to be paid more than your original offer.

Always include:

Strengths

Technical skills

Certifications

Previous experience

Consider Perks & Benefits



It's not uncommon to find various benefits packages attached to a job offer. Sometimes these are seen as good and less costly perks than a bump in pay rise; candidates can often benefit from these packages too.

These packages could include extended holidays, flexible working hours and a hybrid model of working which is very popular today. Although salary is important, it may not be the only factor you consider when requesting a higher salary. If benefits are an important part of your decision, consider what's valuable to you and would make an attractive offer.

Consider benefits such as:



Retirement/Pension
plans



Health insurance
coverage



Wellness
programmes

Delivering your case



Once you have considered all the factors necessary, how you deliver your case could be the difference between you succeeding or being unsuccessful during your negotiations.

Before approaching the hiring manager, it could be beneficial to write down the main points you wish to get across. If possible, get the opinion of someone who works in the same sector at senior level, to gain advice on how you plan to deliver your case. This will make you feel more confident when approaching the hiring manager.

If you are communicating via email, be sure to use the correct format your wordings can be the difference to the deal going through or failing.

Deliver with success:



Research



Seek
expertise



Clear
communication

Templates for negotiation

Having all the information you need to negotiate is one thing, but knowing what to say is another. If communicating via email, be sure to use the correct format. This can be the difference between the deal being successful or falling short.



Example:

Dear Hiring Manager,

Thank you for offering me the Assistant Sales Director position. I would like to express again how excited I am to begin working for your company.

Before I can accept however, I would like to discuss the matter of compensation. As we discussed in the interviews, I have two more years of experience and formal training than you required in the job description. I have also demonstrated my capabilities in my last position at my previous company by increasing sales in my division by 25% and personally landed several multi-million pound sales. With my expertise, an acceptable salary would fall in the range of £103,000-£112,000, a bit higher than your offer of £94,000.

I can certainly see a future for myself at the company, and I'm confident that I can bring a lot of value. I know that we can come to a mutual agreement on an acceptable salary.

Thank you for your time,
Name