

The Art of Negotiation

On Building Your Career & Your Communications Skills

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MEET THE SPEAKERS



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Startup Marketing

Entrepreneur and former Director of Comms for Ardent Portfolio Companies such as aCommerce



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Be and Become

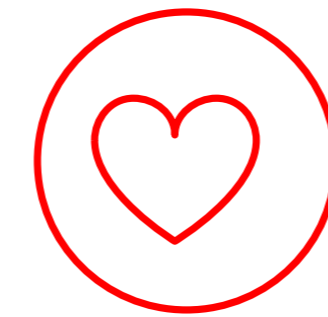
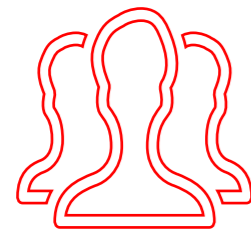
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AGENDA

PART I

Negotiating Your Career:
Contract & Rise



PART II

Being Yourself &
Communication

PART III

Q&A and Networking



PART I

Negotiating Your Career

A. Negotiating the Contract

- i. Top 5 Mistakes in Interviews
- ii. How: Presentation and Strategies
- iii. What to Include in the Contract

B. Negotiating Your Rise

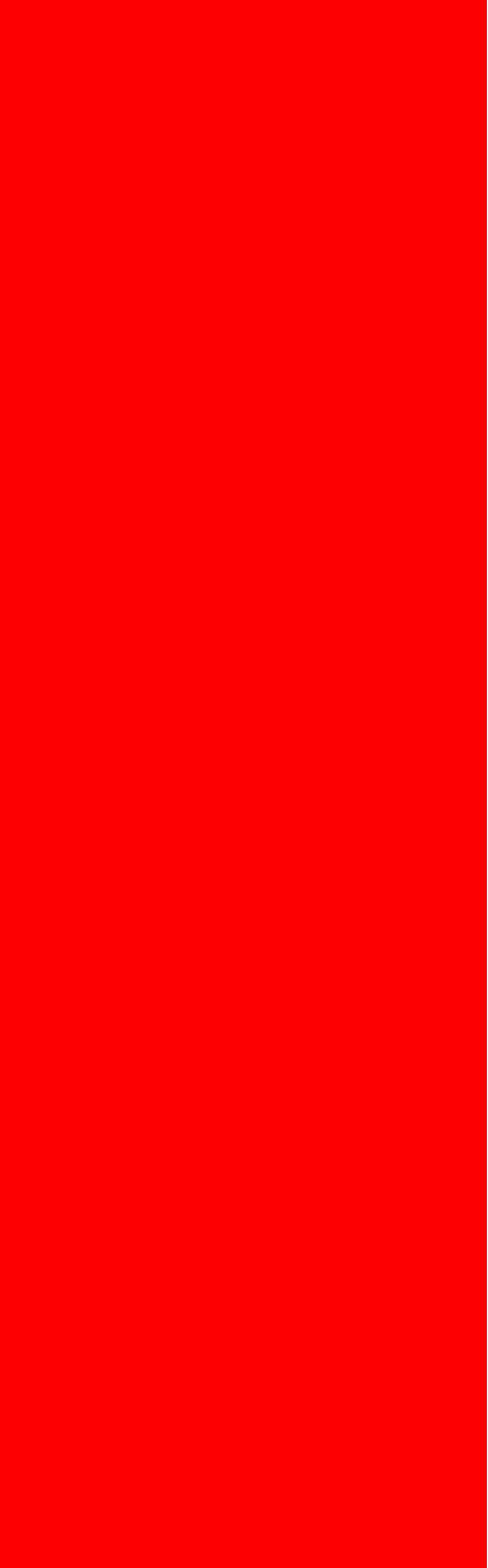
- A. When
- B. How
- C. How much
- D. Notes on Maternity Leave



ABOUT – MY EXPERIENCE

- My personal experience
- My professional experience



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1. Negotiating the Contract
 - A. Top 5 Mistakes in Interviews
 - B. How: Presentation and Strategies
 - C. What to Include

MISTAKES – TOP 5 IN INTERVIEWS

1. **Not doing your research.** Not just on the company, on the manager, business, boss's cat's name. LEVERAGE IS KEY.
2. "What is your expected salary?" Do not answer this with a number. Why?
3. Do not accept the first offer. Evaluate the offer and research further and negotiate!
4. Do not ask for "too much." What is too much? Divide asks into 2 categories a) Musts/Nice to have
5. Be careful about being too emotional. Example.



HOW TO PERFORM IN INTERVIEWS

**STUDY THE BUSINESS AND SHOW THEM
YOUR KNOWLEDGE AND SKILLS**

**BE HONEST AND SINCERE BY KNOWING
YOUR CAPABILITIES**

SEPARATE 'MUSTS' FROM 'NICE TO HAVE'

**BE AWARE OF CULTURAL DIFFERENCES.
WHAT ARE THEY?**



WHAT TO INCLUDE

The contract negotiation is more than salary:

- Salary itself.
- Probation period & KPIs
- Flights, Phone, Vacation Days, Maternity Leave, any other perks?



2. Negotiating Your Rise

A. When

B. How

C. How much

WHEN & HOW TO ASK FOR A RAISE

Depends on company culture, generally:

WHEN: During Performance Evaluation

HOW:

- 1) Day to day accomplishments vs. Huge impact to a company
- 2) Are you a 5 star performer/Game Changer?
- 3) Know your market data



THANK
YOU

PART II

BEING YOURSELF

A. Communication Skills

Speaking & Body Language Techniques

B. Building Confidence

How can I build my confidence when negotiating?

