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15. SALARY NEGOTIATIONS

KNOW YOUR VALUE. NEGOTIATE WITH CONFIDENCE.

Talking about money can feel uncomfortable, but negotiating your salary is a normal part of the process. It's about reaching a fair agreement that reflects your skills, experience and the value you bring. ❤️



IN THIS GUIDE

- ✓ Why salary negotiation matters
- ✓ How to prepare
- ✓ Step-by-step negotiation process
- ✓ What to consider beyond salary
- ✓ If an offer is lower than expected
- ✓ Questions to ask
- ✓ Key things to remember

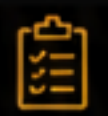


1. KNOW YOUR VALUE

- ✓ Research the market rate for your role, level and location.
- ✓ Consider your skills, experience, qualifications and achievements.
- ✓ Be clear on the value you bring to the organisation.

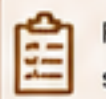


Knowledge gives you confidence.



2. PREPARE BEFOREHAND

- ✓ Decide on your ideal salary, your minimum and a realistic range.
- ✓ Think about the total package, not just salary.
- ✓ Practise what you want to say.



Preparation helps you stay calm and in control.



3. START THE CONVERSATION

- ✓ Wait for the employer to make the first offer, if possible.
- ✓ If asked for your expectations, give a range.
- ✓ Keep your tone positive and professional.



Let them go first when you can.



4. RESPOND STRATEGICALLY

- ✓ Thank them for the offer.
- ✓ Take time to consider it – it's okay to pause.
- ✓ If it meets your expectations, great!
- ✓ If not, explain why you were expecting something different.



Be respectful, not demanding.



5. CONSIDER THE TOTAL PACKAGE

- ✓ Look at the whole package, not just the basic salary.
- ✓ Consider benefits such as pension, holiday, flexible working, bonuses, training and progression.



Value is more than just money.



6. CLOSE WITH CONFIDENCE

- ✓ Aim for a win-win outcome.
- ✓ Confirm the agreed terms in writing.
- ✓ Focus on the opportunity ahead.



End positively and professionally.



IF THE OFFER IS LOWER THAN EXPECTED

WHAT TO DO	WHAT TO SAY (EXAMPLES)	WHY IT WORKS
Ask for more information	"Thank you for the offer. Could you share more about how this figure was determined?"	Shows you want to understand the context and may open the conversation.
Explain your rationale	"Based on my experience, skills and the value I can bring, I was expecting something closer to £X."	Justifies your expectations with confidence and facts.
Make a counter proposal	"Would it be possible to explore a figure closer to £X?" I believe that better reflects my background."	Makes your ask clear while keeping the conversation open.
Be flexible	"I'm open to finding a solution that works for both of us."	Shows willingness to collaborate and find a middle ground.
Consider alternatives	"If the salary is fixed, are there other areas of the package we could adjust?"	Keeps the conversation moving and looks at the bigger picture.



HELPFUL TIPS

- ✓ Do your research – use reliable salary guides.
- ✓ Be confident, not aggressive.
- ✓ Focus on value, not personal needs.
- ✓ Listen carefully and stay open.
- ✓ Use silence – it gives you time and shows you're thinking, not desperate.
- ✓ Keep the conversation professional and positive.
- ✓ Know when to walk away – the right role will value you.



QUESTIONS TO ASK

- ✓ Is there any flexibility in the salary?
- ✓ How is performance reviewed and rewarded?
- ✓ What does success look like in this role?
- ✓ Are there opportunities for progression and salary growth?
- ✓ What other benefits are included in the package?



WHAT TO AVOID

- ✗ Talking about money too early.
- ✗ Focusing only on what you want.
- ✗ Making ultimatums.
- ✗ Comparing with other offers.
- ✗ Apologising for negotiating.
- ✗ Ignoring the non-salary benefits.
- ✗ Letting emotions take over.



REMEMBER

You have value. You have skills. You have options.
Negotiating your salary is not greedy – it's smart. ❤️



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