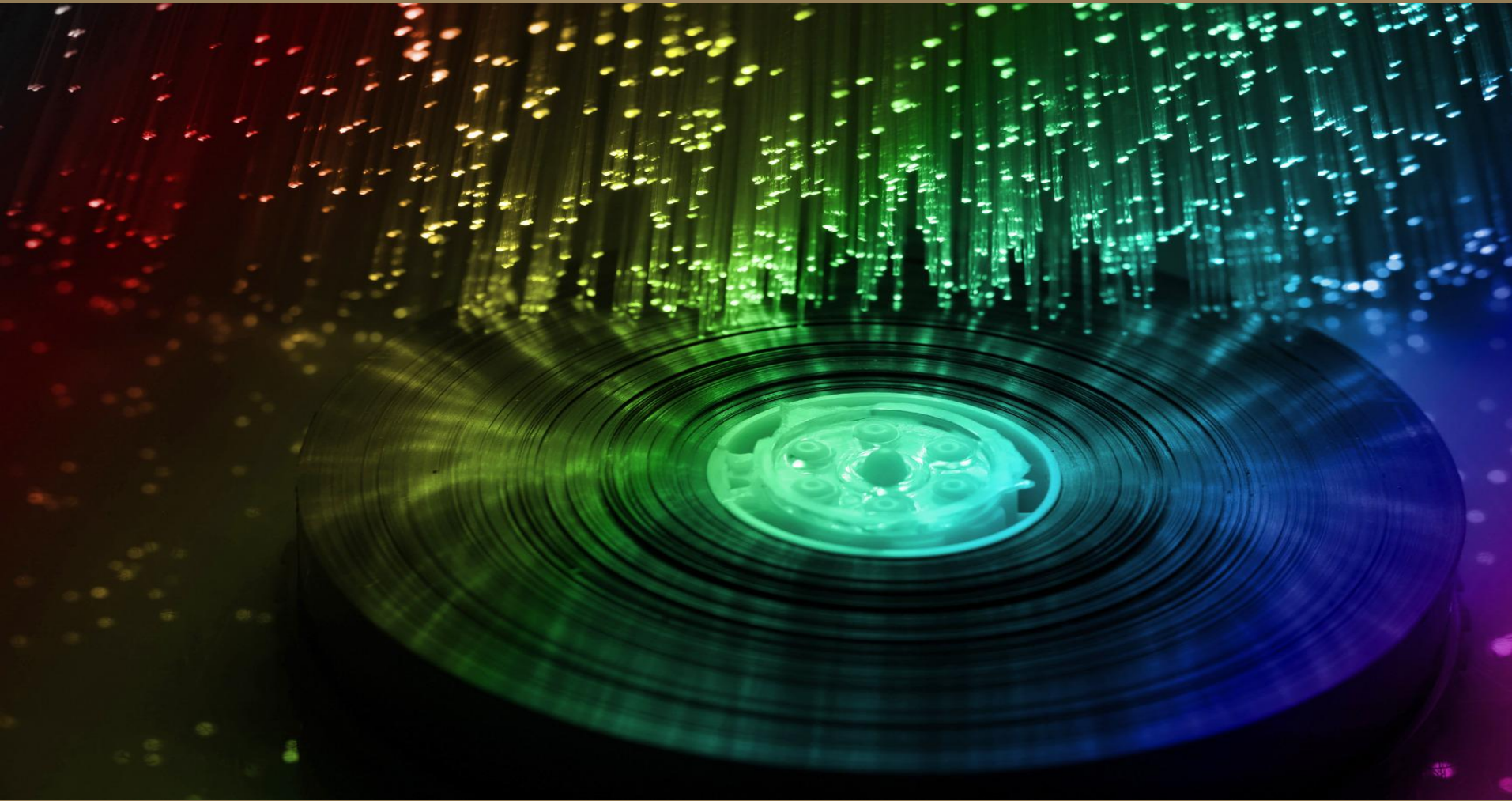


GET WHAT YOU DESERVE NOW THROUGH EFFECTIVE NEGOTIATIONS



Executive Coaching Insight, Inc.

EXECUTIVE
COACHING
**In
Sight**

Discovering wisdom to gain results

THE INSIGHT ADVANTAGE

This session will help you:

- ▣ How to prepare for the employment offer process
- ▣ How and when to negotiate
- ▣ Evaluate when is the best time to make a counter offer
- ▣ How to evaluate the total employment offer

HANDLING SALARY ISSUES

“In good conscience, if asked about my salary history, I have to tell them.”

VS.

“If asked about prior salary, I will try several ways to deflect giving an answer. I believe the salary should be competitive and not based on my prior salary. “

MOST FREQUENTLY ASKED QUESTION

- **Can I negotiate a job offer even though the company has established salary ranges, set benefits, and specific incentives or perks?**

INTERVIEWING

- **When do you have the most influence during the interview process?**
- **When you receive the offer!**



THE NEGOTIATION PROCESS

1. Acknowledge the job offer without negotiating.
2. Study the job offer and identify missing information.
3. Evaluate the offer; Refer to your check list.
4. Negotiate the entire package, not just salary.
5. Get the employment agreement or job-offer letter in writing.

ELEMENTS OF AN EXECUTIVE COMPENSATION PACKAGE

- ▣ Identify the Building Blocks
- ▣ Focus on short & long-term incentives
- ▣ Millionaire employees are not created by negotiating salary & benefits

ELEMENTS OF AN EXECUTIVE COMPENSATION PACKAGE

- Equity Compensation
- Long-term Incentive Compensation
- New Supplemental 401(k)
- Phantom Stock/Private Equity
- Stock Grants
- Stock Options
- SERPS—Supplemental Executive Retirement Plan
- Golden Parachutes
 - Build into your Employment Agreement: Change & Control Provision

EXECUTIVE COMPENSATION PACKAGE

- **Good News: Talent War is happening**
 - Creative ways to structure compensation packages focusing on:
 - Performance-based compensation
 - Long-Term rewards

- **Bad News: It's a new game for employment negotiations**
 - New regulations impacting compensation
 - Recommend independent legal review by Employment Law Attorney

NEW ELEMENTS OF AN EXECUTIVE COMPENSATION PACKAGE

- ▣ Life Annuities
- ▣ Discounted Stock Rights
- ▣ Restricted Stock
- ▣ Stock Appreciation Rights (SARs)
- ▣ Short-Term Deferrals
- ▣ Underwater Stock Option Exchanges
- ▣ Rabbi Trusts
- ▣ Top Hat Plans
- ▣ Undisclosed Luxury Perks
- ▣ Walk Away Pay

CHARACTERISTICS OF GOOD NEGOTIATIONS

1. **Being Prepared**
2. **Demonstrating Confidence**
3. **Remaining Patient**
4. **Being Flexible**
5. **Staying Positive**
6. **Realistic Requests**
7. **Constructive Problem Solver**

EXECUTIVE COMPENSATION

Executive Compensation Research: Confirm your market value

- **CompanyPay**
 - <http://www.companypay.com/>
- **CompAnalyst Executive**
 - <http://www.kenexa.com/compensation/Executive-Pay>
- **Executive PayWatch Database**
 - <http://www.aflcio.org/corporatewatch/paywatch/ceou/database.cfm>
- **Mercer**
 - <http://www.mercer.com>

EXECUTIVE COMPENSATION

- **Glassdoor.com**
- **Riley Guide**
 - <http://www.rileyguide.com/execpay.html>
- **Salary.com**
 - http://www.salary.com/advice/layouthtmls/advl_display_Cat14_Ser69_Par155.html
- **The Wall Street Journal--Careers**
 - <http://online.wsj.com/public/page/news-career-jobs.html>
- **Relocation**
 - **Moving.com**

NEGOTIATING GUIDELINES

- Negotiate AFTER job has been offered!
- Every contract is negotiable.
- Research before negotiating; Know your value.
- Don't be first to give a definite figure.

NEGOTIATING GUIDELINES

- Never say “No” until you are ready to do so.
- Don’t force fit!
- Evaluate the total package. ASK: What value do I create for you...?
- Remember: Seize the opportunity now; Negotiate for the future.

CONTACT INFORMATION

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THANK YOU!

- **Great Article: How to Negotiate Severance**

<http://www.forbes.com/sites/susanadams/2012/04/13/how-to-negotiate-severance-2/>

