

8 tips to help women negotiate more effectively at work

1 Madelyn Mahon ·

Business

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LISTEN Women and salary negotiation

39min 31sec (http://www.mprnews.org/listen?name=/minnesota/podcasts/kerri-miller/2015/03/11millerwomennegotiation_20150311_64.mp3)

Guests

Margaret Ann Neale: [Professor \(http://www.gsb.stanford.edu/faculty-research/faculty/margaret-neale\)](http://www.gsb.stanford.edu/faculty-research/faculty/margaret-neale) of management at the Stanford Graduate School of Business and author of the forthcoming book, 'Getting More of What You Want'

Sara Laschever: [Author \(http://saralaschever.com/womendontask/Home.html\)](http://saralaschever.com/womendontask/Home.html) of two books on women and negotiation, "Women Don't Ask" and "Ask for It!"

Research shows that women have a harder time negotiating in the workplace than their male colleagues. They're more reluctant to ask for raises, promotions or other benefits for fear of being viewed as pushy or uncooperative.

Those fears are often validated by negative responses from bosses and managers who are less receptive to requests from women. Two guests, Margaret Ann Neal and Sara Laschever, joined [MPR News' Kerri Miller \(http://www.mprnews.org/topic/kerri-miller\)](http://www.mprnews.org/topic/kerri-miller) to discuss the issue.

8 tips to help women negotiate more effectively

1. When you go in to a boss to negotiate, it can be helpful to ask for more than money. Make sure that your ask includes something about how this will benefit not only you, but the company and its goals. This also benefits you to move up in the company long term.
2. Frame your ask for a promotion or raise as a possible solution to a problem. What will this benefit fix?
3. Highlight your unique strengths, show how you stand out in the company.
4. Don't be afraid of appearing "not nice." Men tend to be better at realizing it is just business, and take the negotiation process less personally. This doesn't mean be rude, just be confident.
5. Do your research and find out if your company is paying competitive wages to other similar businesses in town. If they're paying lower rates, you can argue that it will be bad for business if they don't pay you - and other employees - more money to keep strong talent in house.
6. Assert your loyalty to the company. Even if you're coming in with a counteroffer, make sure your boss knows you want to stay with the company.
7. Learn to spin that "likability" trap that keeps some women from negotiating. Be friendly and approachable in your meetings to keep them from becoming adversarial.

8. Ask men in your company how they have handled negotiations, and double check that the responses you get are similar to what they're receiving.

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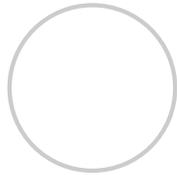
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