**Women and Negotiation**

Negotiating salary and benefits is a critical part of the job search process and often times one of the most dreaded. Although the common negotiating tactics are applicable to both men and women, recent studies have shown that only 7% of women who received an offer attempted to negotiate as opposed to 57% of men. This disappointing statistic can be attributed to multiple social and economic factors; however somebody’s lifelong financial success can be attributed to negotiating salary, including their first full-time position out of college.

**Why Women Don’t Negotiate**

There could be many reasons why a woman, or anyone for that matter, opts out of negotiating. If you’re lucky enough to receive a very generous offer with benefits, you may not feel that it’s appropriate to negotiate, but all too often that’s not the case. Gender stereotypes play a definite role when it comes to negotiation and workplace etiquette, and this fact is usually overlooked by men and women alike. Many women are wary of the following:

- Not being liked by colleagues
- Appearing pushy or bossy
- Not feeling like they deserve more than the offer given

The current gender stereotypes work against women who negotiate. Where men are rewarded for being assertive, women are generally not. Negotiation involves advocating for yourself and by default, the negotiator needs to be politely assertive. Many women decide that the social consequences for negotiating aren’t worth the money they may get had they negotiated. The New York Times even published a guide to help women negotiate with these stereotypes in mind.

Career Development has a workshop to help women specifically prepare for the negotiation process. Visit our calendar to find out when the next negoSHEation workshop is, part of the Career Development sheLEADS series.

**Why Women Should Negotiate**

- **Your salary becomes the basis of future raises.** Let’s assume you get a fair offer for $50,000 and you decide to ask for $55,000 based on your skill set, past experience and research. The employer comes back and agrees to the $5,000. Over the course of the next 10 years, you continually get 5% annual raises based on your first salary. If you hadn’t negotiated your salary, by year 10 you’d be making around $77,563. If you did negotiate, by year 10 you’d be making around $85,318. That’s a difference of $7,755. That’s plenty worth asking.

- **The more money you can invest in retirement, the better off you’ll be.** Retirement may seem very far away, but the sooner you invest, the more money you’ll have later. Many companies will match a certain percent of what you contribute to your retirement and it is usually a percentage. Somebody making $55,000 and contributing 5% to a 401K is saving more than somebody making $50,000 and contributing the same percentage. Additionally, social security is based on what you earn- the more you earn, the more you’ll have down the road.

- **You’re worth it!** Women tend to undervalue their skill set. Research shows that women are great at advocating for others, but not for themselves. Negotiating salary is always uncomfortable, but Career Development has a great Salary Negotiation guide to help you prepare.