

Salary Negotiation — Workbook

This workbook guides you through every practical exercise in the Salary Negotiation course. Complete each section in order: the market research builds your evidence file, the framing exercises sharpen your value case, the negotiation drills prepare your scripts, and the long-term planner locks in your five-year strategy. Bring this workbook to every salary conversation.

Market Research and Benchmarking

Build a defensible salary evidence file by triangulating three market data sources and identifying your target employer's pay band.

Exercise: Three-Source Salary Research

Pull your role's 25th, 50th, and 75th percentile salary from each of the three sources below. Apply location, company-size, and industry adjustments to each figure, then calculate your weighted midpoint.

- What is your exact job title and the metro area you are targeting? (Be as specific as the data sources allow.)

- After applying all adjustments, what is your weighted market midpoint? Show the calculation.

- How far is your current salary from that midpoint, and in which direction?

- Does this gap change your walk-away figure? Why or why not?

Worksheet: Salary Evidence File Builder

Complete every row. This becomes the one-page document you bring to every negotiation. Leave no field blank — if you cannot find a figure, note the source you tried and record N/A.

Job title and seniority level

Target metro area

Source 1 name and URL

Source 1 — 25th / 50th / 75th percentile (raw)

Source 1 — adjusted figure after location + size + industry corrections

Source 2 name and URL

Source 2 — 25th / 50th / 75th percentile (raw)

Source 2 — adjusted figure

Source 3 name and URL

Source 3 — 25th / 50th / 75th percentile (raw)

Source 3 — adjusted figure

Weighted midpoint calculation

Your target anchor (75th percentile adjusted)

Your walk-away floor (35th percentile adjusted)

Date this file was last updated

Checklist: Market Research Completion Checklist

- Pulled data from at least three independent salary sources
- Applied a city cost-of-labour multiplier from ERI or Numbeo
- Applied a company-size adjustment if the target employer is enterprise-scale
- Applied an industry premium or discount from BLS industry cross-tables
- Searched the H-1B LCA database for the target employer and job title
- Checked whether the target state or province requires salary range disclosure
- Recorded all source URLs and the date each was accessed
- Set and written down the walk-away figure before any negotiation begins
- Scheduled a quarterly calendar reminder to refresh the data

Framing Your Value Case

Convert your work history into three STAR-Value bullets and practise the framing language that presents your ask as a market-rate alignment rather than a personal demand.

Exercise: STAR-Value Bullet Workshop

Draft three STAR-Value bullets: one revenue win, one cost or efficiency win, and one risk or compliance win. Each must have a specific number and a Value Translation line. Write rough drafts first, then refine until each bullet can be delivered in under 45 seconds.

- Describe your revenue or growth win in raw terms. Now state the dollar amount or percentage impact and the timeframe it occurred in.

- Describe your cost or efficiency win. What specific time, headcount, or dollar amount did you save, and how did you calculate it?

- Describe your risk or compliance win. What potential loss, fine, or incident did you prevent, and what was the estimated exposure?

- Which of the three bullets is your strongest anchor opener, and why?

Worksheet: Value Case Script Builder

Write out the full market-rate framing script you will use in your next negotiation. Fill every field — vague fields here mean a frozen brain in the room.

Your opening market-rate statement (reference your three sources and state your anchor figure)

Bridge sentence connecting market data to your value case

STAR-Value bullet 1 — revenue win (written in full, under 60 words)

STAR-Value bullet 2 — cost or efficiency win (written in full, under 60 words)

STAR-Value bullet 3 — risk or compliance win (written in full, under 60 words)

Your response if asked for salary history

Your closing question after stating your target anchor

Your response to: "That is above our budget"

Your response to: "You do not have enough experience for the top of our range"

Your response to: "We do not negotiate"

Your response to: "We need an answer today"

Checklist: Value Case Readiness Checklist

- All three STAR-Value bullets have a specific number and a timeframe
- At least one bullet converts to a dollar figure or dollar-equivalent
- All three bullets relate to work done in the past 24 months
- Each bullet can be delivered in under 45 seconds
- You have practised the salary history redirect out loud at least five times
- The market-rate framing script uses data language, not personal-desire language
- You have memorised your anchor figure and your walk-away figure

The Negotiation Conversation

Rehearse the anchoring sequence, objection responses, and closing steps so the real conversation feels familiar.

Exercise: Negotiation Role-Play Debrief

Conduct a role-play with a trusted colleague or record yourself alone. Play the employee; have your partner (or your imagination) play the employer. Run through the full sequence: anchor, silence, objection, counter, second ask, close. After the role-play, answer the debrief questions below.

- Did you state your anchor without softening it or immediately justifying it? If not, what qualifier did you add, and how will you remove it?
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- How long was your silence after stating the anchor? Was it at least 5 seconds?

- Which objection felt hardest to respond to, and what is your revised script for it?

- Did you successfully redirect to total compensation when base was stuck? What levers did you identify?

Worksheet: Objection Response Planner

For each objection, write your scripted response in your own words. Then note the counter-lever (non-base component) you will offer if the objection is genuine.

Objection 1: "That is above our budget" — your response script

Objection 1 — counter-lever if base is genuinely capped

Objection 2: "You lack experience for the top of the range" — your response script

Objection 2 — which STAR-Value bullet you will deploy

Objection 3: "We do not negotiate" — your response script

Objection 3 — non-base components you will ask about

Objection 4: "We have already come up from our initial offer" — your response script

Objection 5: "We need an answer today" — your response script

Your closing statement once you reach an acceptable figure

Your request for written confirmation (word-for-word)

Checklist: Pre-Negotiation Readiness Checklist

- [] Salary evidence file is complete and current
- [] Three STAR-Value bullets are memorised and timed
- [] Walk-away figure is set in writing and will not be revised upward under pressure
- [] All five objection scripts are written out
- [] Practised silence of at least 5 seconds after stating the anchor
- [] Identified at least three non-base compensation levers for the target role
- [] Know whether the target state or province bans salary history questions
- [] Post-offer thank-you email template is drafted and ready to send within 24 hours of signing

Raises, Total Compensation, and Long-Term Strategy

Calculate your true total compensation, build the 90-day win log for a raise conversation, and project your five-year salary growth under two scenarios.

Exercise: 90-Day Win Log Launch

Start your win log today. Answer the prompts below to set up the log structure, then commit to updating it weekly for the next 90 days.

- List the three metrics your manager most frequently references when assessing your performance. These are your primary tracking fields for the log.

- What is one win from the past 30 days that you could write as a STAR-Value bullet right now? Draft it.

- What is the date 90 days from today? Set a calendar reminder for that date labelled "Raise Conversation Preparation."

- What format will you use for the log — a shared Google Doc, a Notion page, or a plain text file? Name it SALARY-EVIDENCE-[YEAR] and create it now.

Worksheet: Total Compensation Comparison Table

Complete this table for your current role and any offer or raise scenario you are evaluating. Leave calculated totals empty and fill them in yourself after entering all components.

Scenario label (e.g., Current Role / Offer A / Offer B)

Base salary

Target bonus percentage

Expected bonus dollar amount

Annual RSU or equity vesting value (grant divided by vesting years, times current share price)

Employer 401k or RRSP match dollar amount

Employer health benefit premium contribution (annual)

Education or professional development stipend

Remote / commuter benefit value

Additional vacation days (valued at hourly rate)

Other perks (phone, home-office allowance, etc.)

Total Annual Compensation (TAC) — sum of all rows above

Difference vs. current TAC

Equity vesting cliff date

Value of unvested equity left on table if leaving current role

Checklist: Long-Term Compensation Growth Checklist

- Win log created and named correctly
- Three primary tracking metrics identified for the log
- 90-day raise conversation reminder set in calendar
- Total Compensation Comparison Table completed for current role
- Five-year passive and active salary projections calculated in the template
- Next external-offer re-anchor target date set (within 24–36 months)
- Promotion band midpoint researched for the next level up in your current employer
- Salary evidence file refresh reminder scheduled for January 1, April 1, July 1, October 1

Your Action Plan

1. Pull salary data from three sources today and compute your weighted market midpoint with adjustments
2. Set your walk-away figure in writing before any negotiation conversation begins
3. Draft all three STAR-Value bullets — revenue, cost, and risk — with specific numbers and timeframes
4. Write out your full negotiation script including your anchor, your salary history redirect, and all five objection responses
5. Practise the script out loud at least five times, recording yourself to catch qualifiers and filler words
6. Create your win log today and set a weekly 15-minute reminder to update it
7. Complete the Total Compensation Comparison Table for your current role and any target scenario
8. Project your five-year compensation under both the passive and active scenarios using the workbook template
9. Schedule your raise conversation within 90 days from today using the calendar reminder you just set
10. After any offer is signed, send a thank-you email within 24 hours and update your salary evidence file

