

Grow with Google

Negotiate Like a Pro

Enter your next negotiation prepared with the right research and data. Follow these steps to a successful negotiation, and you'll feel more confident, too.



Choose the right opportunity



List talking points or write a loose script



Manage your expectations



Use careful body language

Steps for negotiating

1. Do your **research** (online and via networking)
2. Clarify your **goals**
 - Ideal offer
 - Bottom line
 - Backup plan
3. Emphasize the **benefit** to them
4. Use **data** to make your point

Key phrases to use

1. Are you willing to negotiate...instead?
2. Because of my experience and education...
3. That wasn't what I was expecting based on my research.
4. What is your policy on...?
5. I really appreciate you working with me.

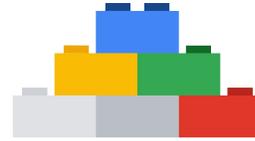


Assignment: Practice low-stakes negotiations



Prep for the conversation

List five things you can negotiate. Record your goals, do your research, and write a script. Make the call!



Learn from your experience

Analyze your impressions of the negotiation. What are you proud of? What could you have done better? What surprised you? Try again!

Things you can negotiate

High stakes

- Salary/hourly rate (current or potential job)
- Terms of a job offer (vacation/sick time, flex hours, remote work, moving expenses, etc.)
- Major purchase (house, car)
- Severance package
- Rent

Low stakes

- Insurance (car, renters, homeowners)
- Utility bill (cable, phone, internet)
- Credit card interest rate
- Price on a retail good (shoes, book, computer)
- Price on secondhand goods (furniture, stroller)
- Monthly membership fee (gym, storage facility)

Additional Resources

Google Primer
g.co/primer

Get quick, easy lessons on your phone, on topics like creating a business plan or finding remote work. Learn whenever you have a few minutes free, even on the go.

Grow On Air
g.co/GrowOnAir

Sharpen your knowledge with classes on demand from Grow with Google OnAir. With classes in both Ads and Analytics, you'll gain the marketing skills you need to grow your business.