

How I Negotiated a \$35K Raise In PM

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A few years back, I found myself in a situation that many of us have encountered at some point in our careers. I had been working as a senior project manager in my company for a while, and I knew that I was bringing a lot of value to the table. However, my salary didn't quite reflect the level of contribution I was making. So, I decided it was time to do something about it.

In today's newsletter I want to share my experience of how I successfully negotiated a significant increase in my project management salary, going from \$80K to \$115K – a \$35K (£29K) boost. I hope this will encourage you to consider your salary plan and the steps you can take to ensure you are fairly rewarded in your role.



1. **Express Gratitude:** My negotiation journey began with gratitude. I started the conversation by expressing my appreciation for the opportunity and the offer I had received. I was moving to a more senior project role, with greater responsibility and a more complex client. I'd been working on a major UK initiative to digitize and upgrade the national railway. This set a positive tone for the discussion and conveyed my eagerness to work collaboratively with my employer. It's crucial to create an atmosphere where both parties feel respected and valued.

2. **Address the Salary Issue Directly:** I didn't beat around the bush when it came to discussing the salary. I didn't use vague language or uncertain phrases. Instead, I confidently stated, "Before I accept the offer, I'd like to discuss salary." I also provided context by mentioning that the current offer was below industry standards for my role. Additionally, I shared information about other job offers I had received, highlighting that they were offering a range closer to my desired salary. This demonstrated that I had done my research and had options, making my position stronger.
□ *Pro Bonus Tip:* I refrained from using personal circumstances to justify my request. While it might be tempting to mention personal financial needs, it's more effective to focus on qualifications, experience, and market rates during the negotiation.
3. **Highlight Achievements:** I reminded my employer of the reasons they had chosen to hire me in the first place. I provided concrete examples of my accomplishments and the impact I had made. Using specific data, I outlined how my work had led to measurable results. This helped build a compelling case for why I deserve a higher salary. For instance, I mentioned how I had led projects that resulted in significant revenue increases and efficiency improvements.
4. **Emphasize Market Value:** My negotiation wasn't just based on my perception of what I should earn. I made sure to back my request with data and research. I explained that my proposed salary was in line with industry standards for professionals with my experience and skill set. I also presented a salary range, allowing some flexibility for negotiation while ensuring my minimum expectations were met.
5. □ *Pro Bonus Tip:* When providing a range, start with a figure that's at least 10% higher than your target. This provides room for negotiation without compromising your bottom line.

During the negotiation process, I embraced the power of silence. I didn't rush to fill every pause or respond immediately to every statement. Instead, I took my time to consider my responses, allowing silence to work in my favor. This strategic use of silence can be a game-changer in negotiations.

In the end, my negotiation was successful, and I secured a \$35,000 increase in my project management salary. It wasn't always easy, but by following these steps and approaching the conversation with confidence and professionalism, I was able to achieve a salary that reflected my true worth.

Remember, negotiating your salary is not about being confrontational; it's about advocating for your value and ensuring you are fairly compensated for your contributions. So, don't hesitate to take that step and ask for what you deserve.

If you would like some help, download my free salary negotiation [cheat sheet](#), so you have the precise script for salary negotiations.

Good luck with your negotiations, and may you achieve the salary you've worked hard for!

Best Regards,



Nicola Benjamin