



HOW TO PREPARE TO ASK FOR A RAISE

□ Do Your Research

- Check salaries and pay rates based on your job title, location, and years of experience. Use multiple resources such as Glassdoor, PayScale, and LinkedIn Salary. Look for general ranges to ensure you're asking for something reasonable.
- Factor in the budgeting and any annual assessments your company may have so your request can be timely. If no formal reviews are given, which can be the case for smaller companies, it's completely appropriate to ask for a meeting to review your role and compensation.

□ Do a Self-Assessment

- Consider your years of experience in the role or industry and specifically with that company. Be sure to note any specialized training or industry knowledge you possess.
- Accomplishments are most impactful when detailed and quantified. Example: Developed a fully integrated marketing campaign distributed to 5K prospects, resulting in a 10% increase in sales.
- Note any role changes or significant workload increases within the last year, or last raise. Likewise, if you saw a pay increase within the last year and nothing much has changed, your ask may be off base.
- Be prepared to share details of your progress in the position and how your contributions have made an impact on the business. You can also include your goals and what more you feel you can accomplish.

□ Negotiate

- Go in with an open mind and be willing to negotiate. Know you might not get exactly what you ask, or hope for, but a portion or possibly a package upgrade instead. Be mindful that budgets are at play.
- Remember that not all perks are monetary. Titles and duties can also be up for negotiation and allow for more leverage down the road. Vacation days, a better workspace or new equipment are other things you should consider.

□ Next Steps

- Unless you report to HR or an owner, chances are your ask will have to be approved up the chain. If this is the case, ask when you can check back or suggest a date to regroup on the topic. You can also offer to submit your request with details in writing.
- If your ask is declined, ask what would be needed to receive a raise and when you can meet again to rediscuss—perhaps in 30-90 days.