

Career Search Salary Negotiation

An interview is best approached as a sales meeting. Your main challenge at interview is how to communicate your benefits to the interviewer, and how to avoid, or dilute, any negative aspects of your employment history.

When attending an interview it is your job to make as strong a case as you can for them offering you the position as you can. You are there to sell yourself! One of the keys to this is to ensure that you always remain positive. Good news tends to be accepted at face value, whereas bad news tends to make people sit up and pay attention. If you get the [interviewers attention](#) in this way, they are likely to pursue this new line of enquiry aggressively. This would mean dwelling on bad news and facing awkward questions about something you really should not have brought up in the first place.

If you have some career skeletons in your closet, decide ahead of the interview how you can avoid giving too much information about these areas. Is it possible to avoid talking about these issues at the interview? You almost certainly won't have published negative information in your CV. Alternatively, can you put a more positive interpretation on events, stressing the lessons you learned and how you have put these to practical effect since.

Career Search Sell Your Sizzle!

In treating the interview like a sales meeting, it is worth keeping a very common sales slogan in mind: Sell the sizzle, not the sausage. This slogan stresses that you sell the benefits and not the feature.

In an everyday sales arena a salesman might be selling an expensive gas fireplace, whilst operating in front of a live demonstration model in the showroom. Here, the customer can see all the features; like design, craftsmanship and the real-fire effect.

The good salesman won't waste his breath describing what is totally obvious to anyone looking at the fire; but will stress all the real benefits; like speed at heating a cold room, fuel efficiency self cleaning flue, etc.

Likewise, your features your skills experience and abilities are all clearly identified on your CV; so when you highlight these during the interview you should do so by linking your feature to a demonstrable benefit. You are at the interview on the strength of your application to date, but you need to secure the job offer. To do that you need to convince the interviewer that your features have brought real benefits to previous employers. The association will be that you are a benefit bringer, and that pattern will continue for their organization.

In this mode you really are selling, you are [presenting the interviewer](#) with an irresistible package of benefits.

Career Search Negotiating the Right Package

Salary negotiations may form an essential part of the interview process. It is important that you do not psyche yourself into a weak position before the negotiations begin and that you have an appreciation of a variety of factors, other than salary, that together constitute the employment package.

You should approach the actual salary negotiation just as you would any other negotiation. Don't be shy about stating why you are worth X, when they think you are only worth Y. If you cannot get the initial basic salary you want you may be able to persuade them to increase your salary level after a period of time. You might be able to supplement your basic salary with extra benefits in kind or a good bonus payment if you perform satisfactorily. It is up to you to ensure that the employer recognizes your value and the contribution you can make to the organization. Remember, once you accept an offer, your salary is unlikely to change significantly until you get promoted.

The salary negotiation process depends on the following factors:

The goals and interests of the parties

The personalities of the people involved

The persuasive ability of each party

As with any negotiation, your two major objectives are:

To change the other party's impression of the strength of your position.

To change the other party's impression of the strength of their position. Most candidates are overly concerned with the power of the employer and the extent of the competition for the job. It is quite common for candidates to psyche themselves into a weak position by focusing on their misconceptions of these two critical issues make sure you don't fall into this trap!

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