

HOW TO GET A PROMOTION AND A RAISE THIS YEAR

5 REFLECTIVE EXERCISES



A CCWOMEN TOOLKIT

Prepared by Sandy Ko



A new year means setting new goals and resolutions. This year (and every year) we want to empower every member of our CCWomen community to master the art of negotiation— especially when it comes to your promotion and salary.

Why?

Because women negotiate at [a lower rate than men](#), even though negotiating is [an essential part of anyone's career](#).

The latest data from the 2020 U.S. Census Bureau's [Quarterly Workforce Indicators](#) (QWI) also revealed that [women in the United States earned 30% less than men and that the pay gap increased with age](#).

It's time that more women advocate for themselves and set themselves up for financial success. It's time to stop playing catch-up with our male colleagues.

This toolkit will provide you with the resources to negotiate a promotion and a raise this year. It also features expert insight and exercises from [Farah Noor Khan](#), SVP, Customer Experience Strategy at GSW, powered by Syneos Health.

THIS TOOLKIT WILL PROVIDE YOU WITH...

- 5 in-depth tips to get a promotion and raise that reflect your value
- Worksheet to help you determine your value in the marketplace
- Promotion and raise ready checklist and worksheet
- How to determine your negotiation style
- Salary and career resources

...and more!



Farah Noor Khan
SVP, Customer Experience Strategy
GSW powered by Syneos Health

TIP #1: HAVE CLARITY WHEN NEGOTIATING

In life, we are constantly negotiating with friends and family and at work. But when you hear the word negotiation, words like 'stress', 'tension', 'debate', and 'one-sided' come to mind.

Negotiation can also feel confrontational. However, negotiation does not have to be tense or argumentative.

According to the Cambridge Dictionary, [negotiation](#) is “the process of discussing something with someone in order to reach an agreement with them.”. Wikipedia also defines it as “a dialogue between two or more people with the intention of reaching a beneficial outcome.”

Negotiation is a healthy and necessary form of conversation. However, in order to do it successfully, you need to have clarity around what you want and need in the context of your career. You also need to voice your needs in an effective way.



This may sound daunting, but negotiation does not have to be [stressful](#). If you do your [research](#), prepare your talking points with proof, and have a [concrete plan](#), then you have already been through the most difficult part.

Lastly, especially for women, you might feel bad or guilty trying to negotiate. But it is important that you remain unapologetic and you [don't quickly concede](#). You don't need to explain that you understand if they can't give you more money, or say that you feel bad asking. Feel comfortable asking for what you want, and practice leaving your apology instincts at the door.

Before negotiating your salary, it is crucial to know your skill set and determine your value in the marketplace.

You can start by understanding what the job should pay for someone with your qualifications.

This exercise will help you understand that self-worth and value in relation to the marketplace are different. Doing just a few minutes of research and reflection will bring clarity to how much you should be compensated. It will also expose any gaps you may need to work on to increase your value according to the marketplace.

	Self Evaluation (What are my strengths?)	Marketplace Evaluation
Skill set		
Compensation		

Identify the gaps in my skill set that I need to develop to match the marketplace skill sets.

How can I work on developing and achieving these skills?

SALARY AND CAREER RESOURCES



Salary and Career Resources to Check Out by MoneyGeek:

- [U.S. Bureau of Labor Statistics](#): View economic regions' news, such as inflation and the unemployment rate.
- [Bureau of Labor Statistics' Occupational Outlook Handbook](#): Check current salaries across different industries.
- [Indeed Salary Insights](#): Average salary for a position.
- [PayScale.com](#): Annual reports on compensation trends.
- [Robert Half Salary Guide](#): The 2022 Salary Guide is a source for national and local starting salaries and insights on hiring and finding jobs



Getting a promotion and a raise in your salary requires you to operate above your role and be recognized for your performance. You have to be seen as a valuable member and leader in your organization.

EXERCISE 2

Follow this simple reflection exercise to assess if you are promotion and raise ready.

Have I expressed my desire for a promotion and a salary raise? If I have not alerted my boss about a promotion or a salary raise, chances are they are not going to know.

YES | NO

Do I have advocates and sponsors in my organization? Is this advocate someone who is more powerful than my boss?

Am I currently operating above my role?

YES | NO

How have my contributions helped my organization?

What are ways that I can operate above my role?



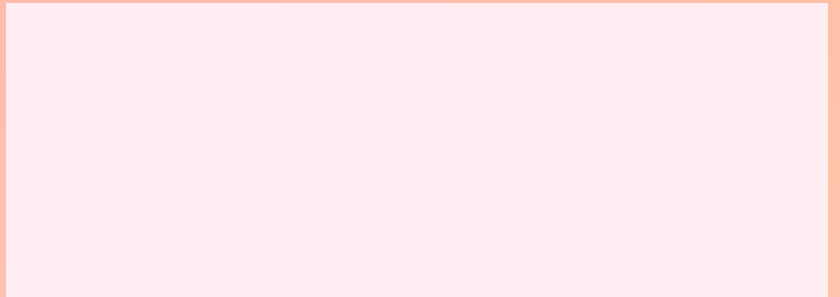
How and where can I create value with a new perspective?



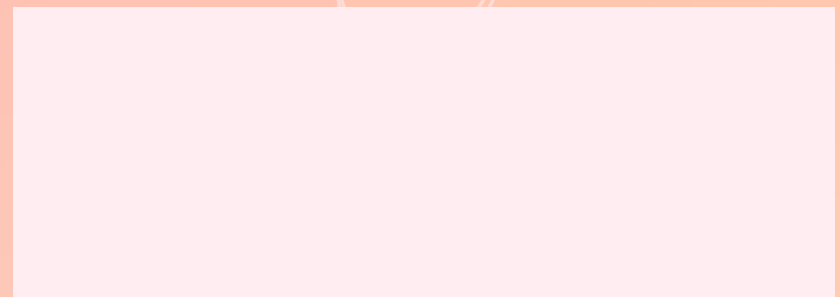
How can I prove that I am a high performer who is proactive and ready for more responsibilities?



How can I make your boss' job easier?
Do I understand my boss' next goal?



What leadership skills can I demonstrate?



Am I keeping track of my success that I can leverage during this conversation?

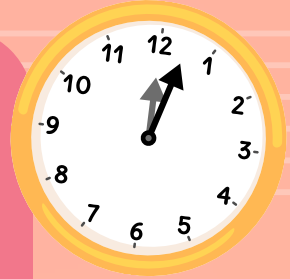
List 3 - 5 examples below:

Examples of My Success & Demonstrative Skills (What are my accomplishment?)	
1.	
2.	
3.	
4.	
5.	



Timing is everything. Know when the right time to ask for a promotion or a raise is. Understand how your organization operates - know the ins and outs. Know the review cycles. Don't have a meeting with your boss when you know they've been in back-to-back meetings all day or if they've had a not-so-pleasant work day. Be aware when the company is going through financial hardship. That would not be a great time to ask for a raise. When you know the timeline of your organization, you can find the ideal time for a promotion and a raise.

However, don't delay this important conversation due to time. There will never be a perfect time. Women are less inclined to self-promote than men but self-advocacy is essential for women who aspire to advance in their career and be successful. It is also key in closing gender gaps.



EXERCISE 3

Read and answer the questions below to be aware of your organization's timeline.

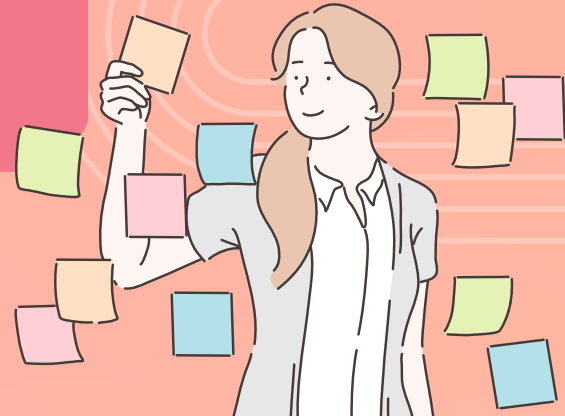
When is my organization's review cycle?

Is there a big project that I've successfully wrapped up recently that I can use as leverage to have a conversation about my promotion and raise?

When is an ideal day and time to set up a meeting with my boss?

Things don't always go as planned. You might end up not getting your initial offer, but it's not the end of the world. As you prepare your talking points about your promotion and raise, be sure to prepare yourself for any tough questions that may be asked during this conversation.

Stay calm, and remember that it is a conversation between you and your boss. You should prepare yourself for some flexibility for any constraints.



EXERCISE 4

Read the questions below and strategize a back-up plan.

What is my counteroffer? My initial offer might've been rejected but what would be a figure that works for me and my employer?

What is my bottom line? What is the lowest amount I am willing to accept?

What benefits can I negotiate?
What are other bargaining tools I can leverage?

Is this what I really want?
(It's okay to walk away and find a new opportunity.)

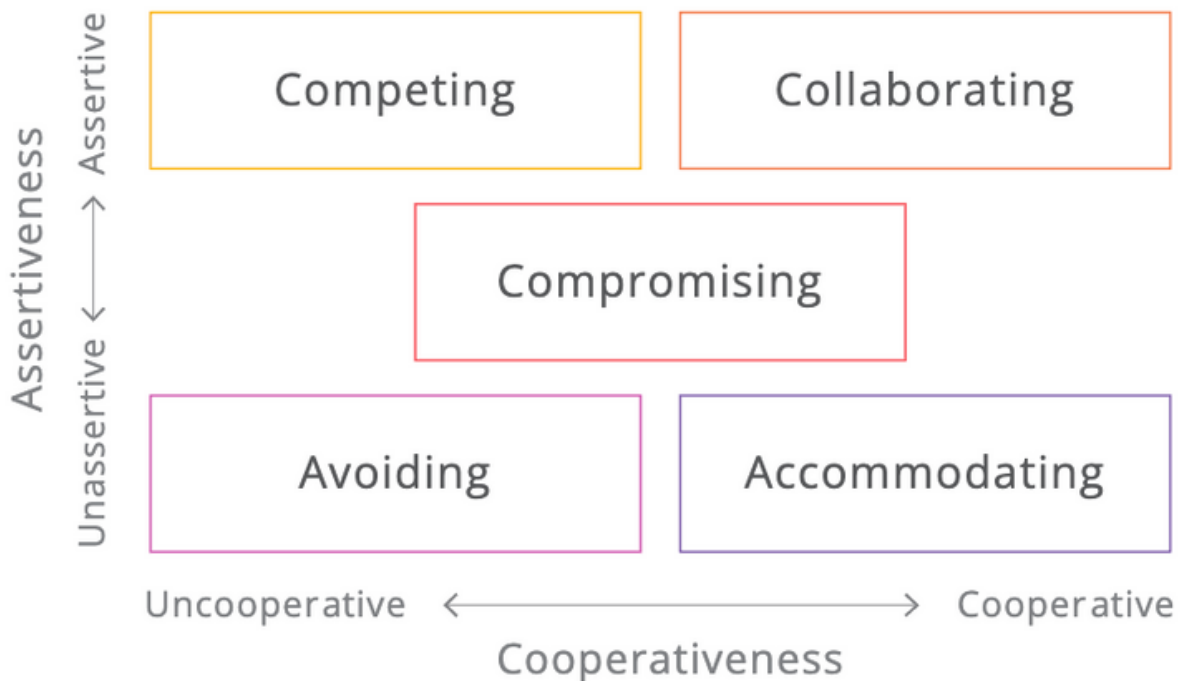


There are 5 negotiation styles according to the [Thomas-Kilmann conflict mode Instrument \(TKI® assessment\)](#). It is important to know your style of negotiation. Knowing your style can improve or impede your outcomes, and some reflection can also help you understand your boss' negotiation style. Understanding the different negotiation styles is also, "[essential for conflict management and fostering strong business relationships.](#)"

Overall, to reach better outcomes Carnegie Mellon University professor [Laurie Weingart](#) advises working on "[strengthening your natural talents and practicing the best elements of other styles.](#)"

EXERCISE 5

Here are the 5 negotiation styles with deeper insight from the [Thomas-Kilmann conflict model](#) and the advantages and disadvantages of each style.



Graph Source: [Thomas-Kilmann conflict mode Instrument \(TKI® Assessment\)](#) A simple tool that promotes effective conflict management

COMPETING (I win - you lose)

Assertive and uncooperative behavior where an individual looks to satisfy their own concerns to win a position, potentially at others' expense.

Advantages:

- Results-oriented
- Most useful when you need results quickly
- When something is non-negotiable

Disadvantages:

- A whatever it takes mentality to reach the desired outcome
- Negotiating can often become aggressive
- Does not foster strong relationships

COLLABORATING (I win- you win)

Assertive and cooperative behavior where an individual will look to work with another to find a solution that satisfies the concerns of both.

Advantages:

- Flexible and open-minded to communication
- Creates a culture of teamwork
- Ability to strengthen relationships through trust and respect

Disadvantages:

- Takes a lot of time to achieve the desired outcome
- Becomes complex and overcomplicated
- Comes at the cost of your mental and emotional health

COMPROMISING (I lose/win some - you lose/win some)

Mid-way in assertiveness and cooperativeness. When compromising, an individual looks to find an expedient, mutually acceptable solution.

Advantages:

- Maintain a good rapport with your organization
- Achieve desired outcomes more quickly
- Reduce stress and tension

Disadvantages:

- You give up some wants and needs to gain other benefits
- You may be resentful and unwilling and end up feeling frustrated
- It might be a temporary solution to what you are looking for

ACCOMMODATING (I lose - you win)

Unassertive and cooperative behavior where an individual neglects their own concerns to satisfy those of another. The opposite of competing.

Advantages:

- Preserve relationships by getting on the organizations good side
- Allows for a quick resolution
- Reduce stress and tension

Disadvantages:

- You sacrifice what you want and need
- Decreases your power, your reputation, and self-esteem
- Gives your organization more decision making power

AVOIDING (I lose - you lose)

Unassertive and uncooperative behavior where an individual pursues neither their own or the other party's concerns and does not address the conflict.

Advantages:

- More time to prepare and gather information
- Avoid stress and pressure in the middle of a negotiation
- Reduce risks

Disadvantages:

- Unclear about your wants and needs
- You may project passive-aggressiveness
- Creates conflict and lack of trust in relationships

Answer the questions below to determine your negotiation style.

Which style resonated most with you?

Once you identified your negotiation style how has it helped vs. hurt you in the past?

Which negotiation style would you like to be?



Asking for a promotion and a raise doesn't have to be daunting or stressful.

It is not a complicated process when you do your research regarding your worth and value and have solid documentation of your accomplishments.

Receive the title and the compensation you deserve in 2023. But, most importantly, be confident in yourself and your self-worth. You got this!

JOIN US AT THE CCWOMEN SUMMIT

Customer Contact Week | Grand Hyatt, San Antonio | Monday, January 30, 2023

Part of CCW San Antonio, the CCWomen Summit is a day packed with content made especially for women in customer contact and CX. In the context of the industry, we'll be discussing negotiation, mentorship, imposter syndrome, goal-setting, and so much more. Don't miss out!

[VIEW THE
BROCHURE](#)

Questions? Need more info? Do you want to share your tips?
Contact us at CCWOMEN@CMPTEAM.COM