

## Salary Negotiation for Nutrition and Dietetics Professionals

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### Learning Objectives

- List and define five essential concepts associated with salary negotiation
- Successfully apply principles of salary negotiation to a real-world scenario
- Identify three evidence-based resources focused on salary negotiation

### Agenda

- ❖ Importance
- ❖ Basic Principles
  - ❖ Scenario application
  - ❖ Considerations
- ❖ Additional resources



### Why is Salary Negotiation Important?

- Negotiation is a life skill
- To understand your true value in the market
- Not negotiating can cost you in the long run

### Case Scenario



### Question(s):

*What are my options if a deal can't be reached on salary?*

*What is the minimum salary that I will need in order to accept the job?*

Solution:

Determine your **BATNA** and **Walkaway Price**

**PRINCIPLE #1:**Determine your **BATNA** and **Walkaway Price**

Best  
Alternative  
To a  
Negotiated  
Agreement

### Things to Consider: BATNA & Walkaway Price

- Strengthen your BATNA
- Be reasonable and evidence-based
- Keep information to yourself

**Question(s):**

*What is the maximum salary you think  
the employer will be willing to pay?*

Solution:

Estimating your **Target Price****PRINCIPLE #2:**Estimating your **Target Price**

Candidate Walkaway  
Price: \$50,000

Employer's  
Target Price



Employer Walkaway  
Price: ???

Candidate's  
Target Price

### Things to Consider: Estimating Your Target Price

- Do your research
- Ask questions
- Use your resources
- Consider other factors

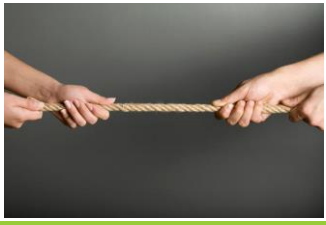
**Question(s):**

*What are actions taken by the candidate  
and the employer in order to reach  
an agreement?*

Solution:

The **Initial Offer**, the **Counteroffer**, and  
**Concessions**

**PRINCIPLE #3:**  
The Initial Offer, the Counteroffer, and Concessions



Things to Consider:  
The Initial Offer, the Counteroffer, and Concessions

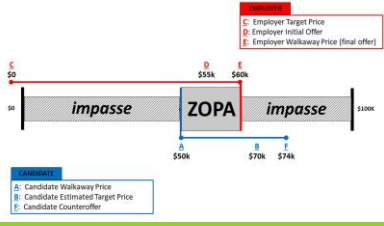
- Use a calculator
- Learn and revise
- Watch your language
- The give and take
- Put all items on the table

**Question(s):**

*What is the likelihood that a deal can be reached?*

**Solution:**  
Identifying the Zone of Possible Agreement (ZOPA)

**PRINCIPLE #4:**  
Identifying the Zone of Possible Agreement (ZOPA)



**EMPLOYER**

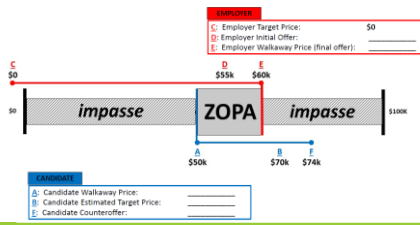
- C: Employer Target Price: 50
- D: Employer Initial Offer: \_\_\_\_\_
- E: Employer Walkaway Price (final offer): \_\_\_\_\_

**CANDIDATE**

- A: Candidate Walkaway Price: \_\_\_\_\_
- B: Candidate Estimated Target Price: \_\_\_\_\_
- C: Candidate Counteroffer: \_\_\_\_\_

Things to Consider:  
Identifying the ZOPA

ZOPA CHART ILLUSTRATION TEMPLATE



**EMPLOYER**

- C: Employer Target Price: 50
- D: Employer Initial Offer: \_\_\_\_\_
- E: Employer Walkaway Price (final offer): \_\_\_\_\_

**CANDIDATE**

- A: Candidate Walkaway Price: \_\_\_\_\_
- B: Candidate Estimated Target Price: \_\_\_\_\_
- C: Candidate Counteroffer: \_\_\_\_\_

**Question(s):**

*How do I distinguish between a win-lose and a win-win type of negotiation?*

*Are there ways a negotiator can bring more value to the negotiating table?*

**Solution:**  
Distributive and Integrative Negotiation Approaches

## PRINCIPLE #5: Distributive and Integrative Negotiation Approaches

### Distributive

- Salary
- Sign-on bonuses
- Relocation Expenses

### Integrative

- Additional vacation time
  - Flexible work schedule/work hours
  - Start Date

## Things to Consider: Distributive and Integrative Negotiation Approaches

- Collaborative process
- Aim for a win-win

## Resources

- "HBR'S 10 MUST READS ON NEGOTIATION"  
Harvard Business Review, Daniel Kahneman, Deepak Malhotra, Erin Meyer, Max H. Bazerman
- "SALARY AND COMPENSATION NEGOTIATION SKILLS FOR YOUNG PROFESSIONALS"  
Robin Pinkley
- "HOW WOMEN CAN GET WHAT THEY WANT IN A NEGOTIATION"  
Suzanne de Janasz, Beth Cabrera
- "NEGOTIATION SKILLS & STRATEGIES"  
Kellogg School of Management at Northwestern University

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## Closing

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