

JUSTIFY

YOUR PAY(RAISE)

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**Opportunity is missed
by most people because
it comes dressed in overalls
and looks like work**

- 1. Determine your value**
- 2. Negotiate for more**

1. Determine your value
= Σ value(your projects)

Cost-saving projects

Sales / Marketing

Development

1. Determine your value
= Σ value(your projects)

2. Negotiate for more

2.1. Shop for options

2.2. Prepare each option

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Psychology

Scarcity

Commitment

Liking

Reciprocation

Authority

Social Proof

Scarcity

Liking

Reciprocation

Social Proof

2.2. Prepare each option

Economics

Signal your interest
Signal your value

**Signal your interest
= preparation**

Signal your value

= education, projects

Signal your value

= education, projects

= look sharp, be sharp

2. Negotiate for more

What do you want?

\$\$\$, time, office, control

2. Negotiate for more

**2. Negotiate for more
= game the system**

What's the worst?

You keep your job.

Thank you!