



The Confident Negotiator's Cheatsheet

Hi there! I'm Alan Stein – founder of Kadima Careers and a 26 year veteran of Google, Facebook, Salesforce, and American Express.

If you're nervous about negotiating, take this cheatsheet to heart. I've interviewed 2,000+ candidates and hired 200 in my career and I can tell you: **negotiating works**.

As you read this, remember that \$10,000, \$20,000, \$40,000, or \$80,000 is much more valuable for you and your family and your retirement benefit and your education than it's going to be for the company. So be bold, be confident, and negotiate for more.



The Negotiation Myths

Myth

Truth

<p>"If I ask for more money, I'll seem rude / ungrateful / aggressive."</p>	<p>Companies expect you to negotiate. It's a sign of a sophisticated candidate to bargain for more, and the company will respect you for it.</p>
<p>Recruiter pushes back (rarely happens)</p>	<p>Recruiters are given a compensation range and their goal is to sign you. That means they leave wiggle room to negotiate. There is almost always more money on the table if you ask.</p>
<p>"If I push too hard, the company will rescind my job offer."</p>	<p>This almost never happens. By the time a company makes you an offer, they've invested a lot of time and just want to close the deal. This is when YOU have the power!</p>
<p>"I need to reveal my salary (or salary expectations) early in the interview process."</p>	<p>Wrong. DO NOT do this. Defer all questions about compensation until after the company makes you an offer (using the phrases at the bottom of this page.). And in most cases, it is illegal for companies to ask you what you currently earn.</p>

The Negotiation Levers



Levels



How It's Paid



How Negotiable

Sign On Bonus	Generally, within 0-90 days. But timing and requirements vary by company.	Very
Equity / Stock / RSUs	Stock options that vest yearly	Very
Salary	Weekly or biweekly paycheck	Somewhat
Relocation Bonus	Lump sum usually within 90 days	Somewhat
Bonus Rate	10% - 50% of yearly salary	Somewhat
Levels	This increases Salary, Bonus Rate, and Equity	Least of all

The Pro Tips

If This Happens

Do This

Recruiter asks early on about your salary expectations	Say: "I want to be paid in line with the scope and responsibility of this role."
Recruiter pushes back (rarely happens)	Say: "You know what—I am super excited about [COMPANY], and I do not think that compensation will be a hurdle in us coming to a great agreement here."
You're not sure what offer you should actually accept	Figure out your Reservation Price . If you have an easy \$250,000 job with no travel, but the new company wants you on the road 4 months a year, and that would strain your family life—factor that in.
You don't feel like you have any leverage	Figure out your Best Alternative to Negotiated Agreement (BATNA) . What's your fallback option if negotiations fail?
Recruiter calls you and says: "We're excited to offer you a \$200,000 salary, plus a 15% bonus, plus \$200,000 in RSUs - what do you think of that?"	Say: "I'm excited. This is a great opportunity—I would love for you to send me that in writing so I can think about it further, talk it over with my partner, and get back to you later this week."
You're tempted to negotiate over email	Don't. Even though a conversation may feel tense and stressful, there are valuable social cues that 1) can help you earn more and 2) you'll only pick up on a video call or in-person.
You feel stuck at your current job because of unvested RSUs, tuition reimbursement, upcoming bonus, or geography	Instead of looking at these things as golden handcuffs , treat them like bars of gold . If a company wants you bad enough, they will sweeten their offer to "make you whole" for what you'd be walking away from. One client of mine negotiated a 26% increase to move cross-country to higher-priced California.



I understand that negotiation is intimidating. Especially if you haven't done it a lot.

This is a high-leverage opportunity to build wealth--so I do offer 1:1 negotiation assistance to select candidates.

If you have a written offer and you need help negotiating for more, answer these questions and I'll get back to you the same day.

This is a free expert opinion on your offer--no obligation to work with me.

Take the next step when you have your offer in hand and fill this out quick form to work with Alan

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