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# YOU ARE YOUR BEST ADVOCATE

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Five Steps To Getting What You Want



**ARE YOU WAITING  
FOR SOMEONE TO  
NOTICE HOW  
AMAZING YOU ARE?**

**IT IS  
CALLED  
TIARA  
SYNDROME  
IT IS REAL.  
AND IT  
DOES NOT  
WORK.**



**YOU**  
**ARE YOUR**  
**BEST ADVOCATE**



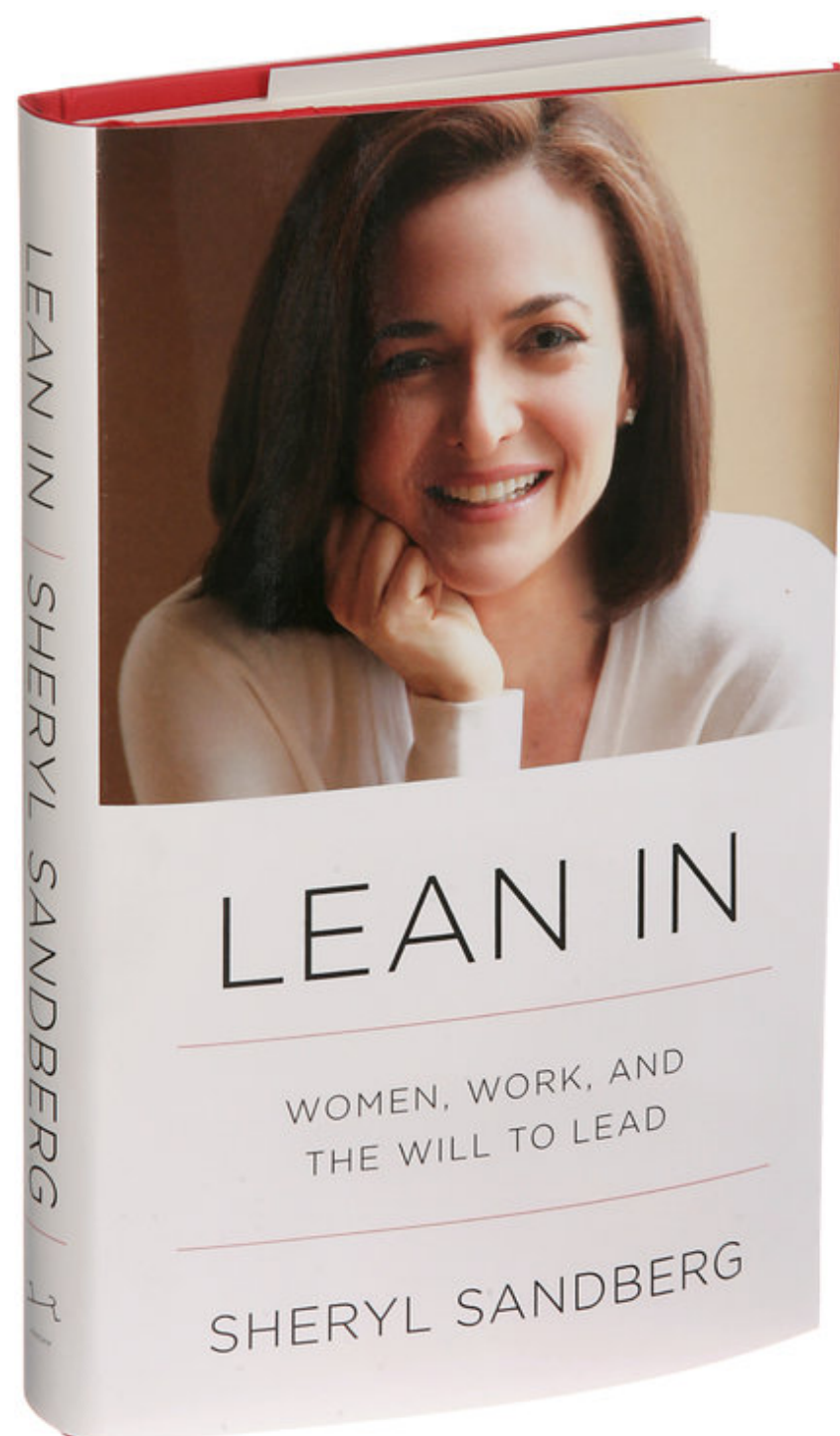
**THERE  
CAN BE**

**SOCIAL  
PENALTIES**

**TO POOR SELF-ADVOCACY**







**Business  
Success**

**PROVIDERS  
DECISIVE  
DRIVEN**



**CAREGIVERS  
SENSITIVE  
COMMUNAL**



**Not Nice  
Self-Serving  
Not Likable**



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**ONE  
ANSWER:**

**1 PLAY  
THE GAME**

**2 CHANGE  
THE GAME**



# *the* **5** STEPS TO GETTING WHAT YOU WANT



1

# GET CLEAR ON WHAT YOU WANT

What do you really, really, really want?



# GET CLEAR ON WHAT YOU WANT

Salary

Work from Home

Bonus

Flexible Breaks

Commission



Vacation Days

Parking Spot

Desk Location

Mentorship

Breast Feeding Room

Better Coffee

Promotion

Ergonomic Chair

Budget



# GET CLEAR ON WHAT YOU WANT



2

# KNOW YOUR WORTH

What can you document?

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# KNOW YOUR WORTH



## Tangible Value

- Role
- Team/Boss
- Organization



## Successes & Wins

- Projects / Initiatives
- Leadership
- Complete Degree



## BEST TIMES TO ASK FOR A RAISE:

- AFTER A WIN
- WHEN YOU HAVE  
A STORY TO TELL

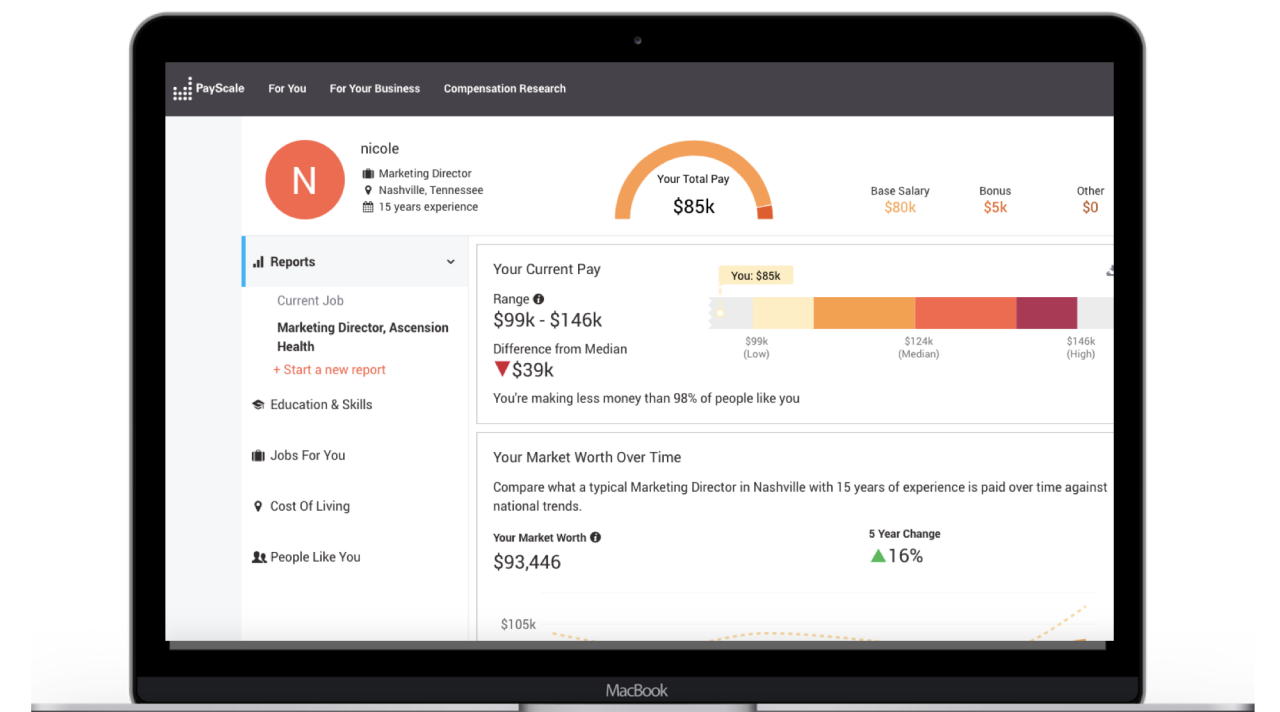


# KNOW YOUR WORTH



## Do Your Homework

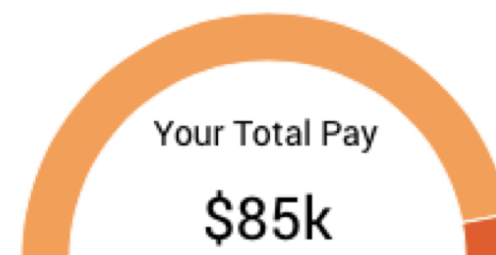
- Ask Peers
- Check Association Websites
- Use Third-Party Sources
  - PayScale.com
  - Salary.com
  - GlassDoor.com
  - Indeed.com/salaries





nicole

Marketing Director  
Nashville, Tennessee  
15 years experience



Base Salary  
**\$80k**

Bonus  
**\$5k**

Other  
**\$0**

### Reports

Current Job

**Marketing Director, Ascension Health**

[+ Start a new report](#)

Education & Skills

Jobs For You

Cost Of Living

People Like You

### Your Current Pay

Range ⓘ

**\$99k - \$146k**

Difference from Median

**▼ \$39k**

You're making less money than 98% of people like you

You: \$85k

\$99k  
(Low)

\$124k  
(Median)

\$146k  
(High)

### Your Market Worth Over Time

Compare what a typical Marketing Director in Nashville with 15 years of experience is paid over time against national trends.

Your Market Worth ⓘ

**\$93,446**

5 Year Change

**▲ 16%**

\$105k

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## Skills

Related skills that may affect your pay compared to a typical Marketing Director earning \$71,384 in Nashville, Tennessee:

Social Media Marketing	\$13,116	▲ 18%
Product Marketing	\$11,116	▲ 15%
Project Management	\$11,116	▲ 15%
Strategic Planning	\$8,616	▲ 12%
Marketing Communications	\$6,035	▲ 8%

[See more relevant skills](#)

## Courses for You

## Further Education

### Bachelor of Arts (BA)

\$108,379



### Bachelor of Science (BS / BSc)

\$112,709



### Bachelor of Business Administration (BBA)

\$111,731



[See more degrees](#)

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### People Like You

People with similar profiles like you

#### Marketing Director

18 Years Experience

\$120,000



#### Marketing Director

15 Years Experience

\$150,000



### Career Path for Marketing Director

The most common future jobs may be:

#### Vice President (VP), Marketing

\$125,007



#### Marketing Communications Director

\$94,476



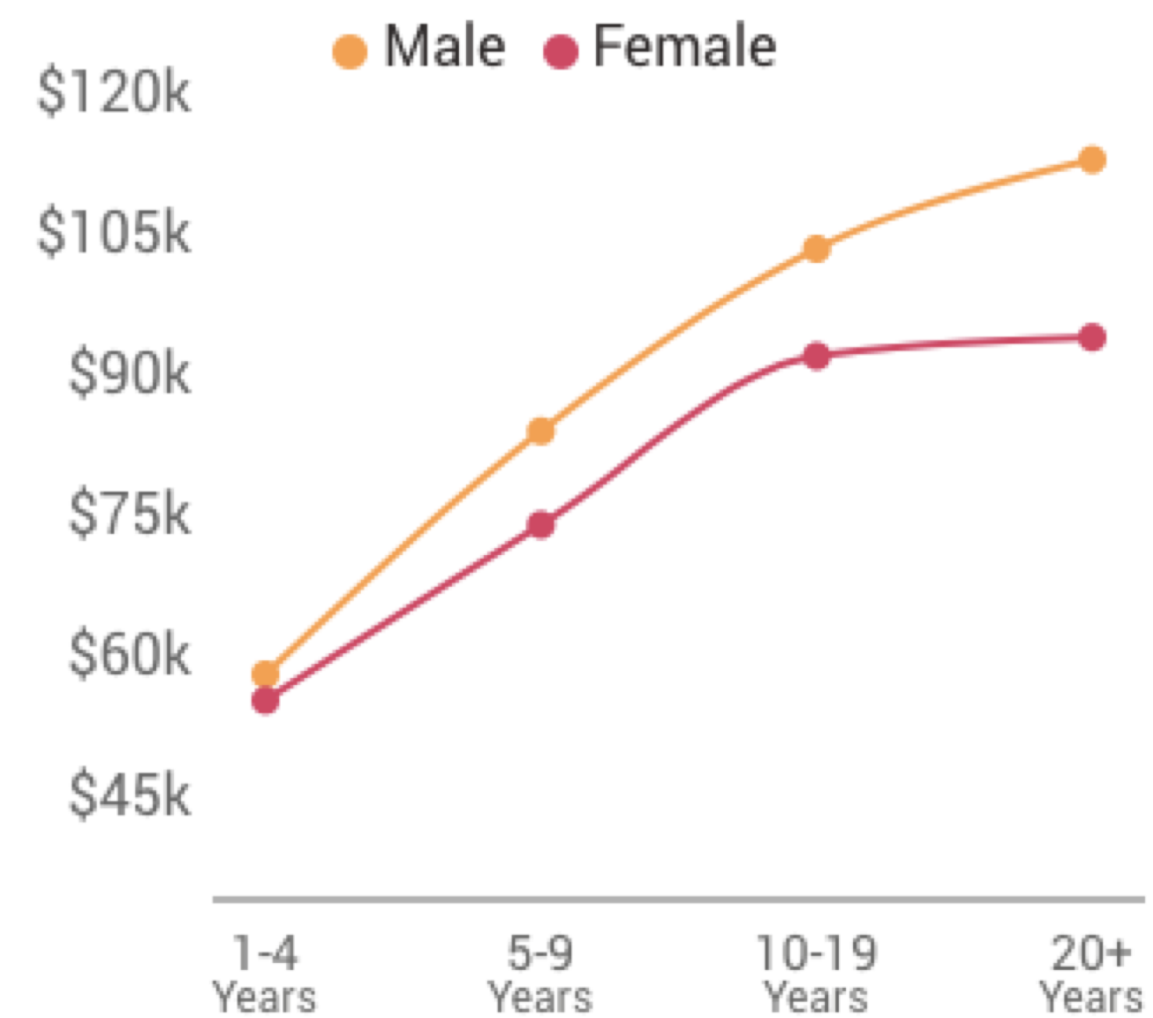
#### Marketing & Business Development Director

\$76,079



### Pay By Experience Level, By Gender

Compare pay difference by years of experience and gender for a typical Marketing Director in Nashville, Tennessee. Learn more about the **gender pay gap**.



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# 3

## CONSIDER THE IMPACT

How will your ask impact your boss? Others?

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# CONSIDER THE IMPACT



## Impact on Others

- Boss
- Team
- Organization



## Challenges for Boss

- Barriers with HR
- Time Management



**HOW CAN YOU  
HELP SOLVE  
THESE  
CHALLENGES?**

# 4 USE A COMMUNAL APPROACH

Data says communal approaches work best

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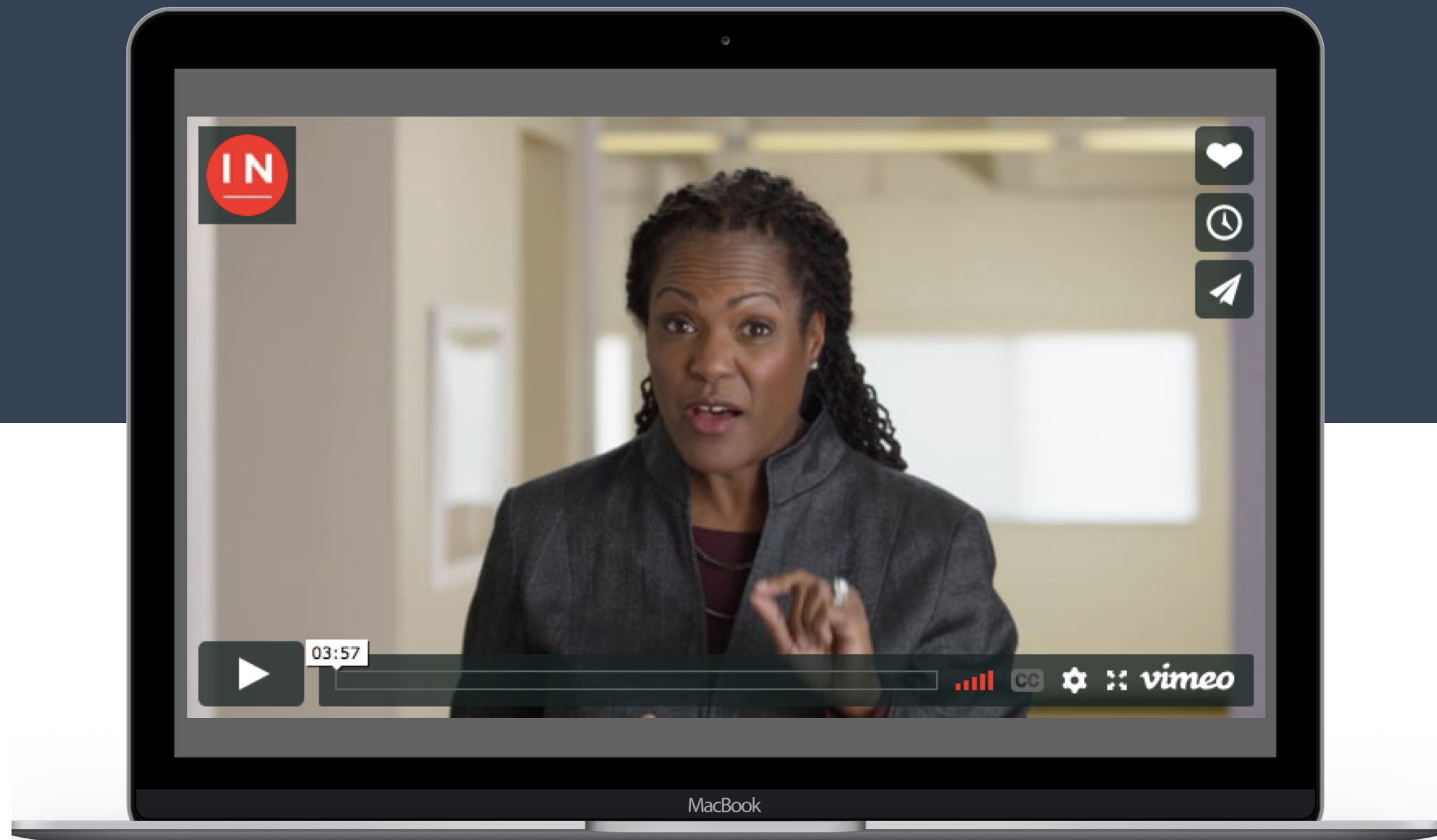


# USE A COMMUNAL APPROACH





# A VIDEO WORTH WATCHING



<https://leanin.org/education/negotiation-thinking-communally>



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[www.ConsultBrightBlue.com](http://www.ConsultBrightBlue.com)

5

# PUT IT TOGETHER. PRACTICE.

Yes. You have to practice. Really. Yes, you do.

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# PUT IT TOGETHER. PRACTICE.

- Set the Stage & Make the Ask:

*I have brought **[your list]** value to this organization.*

*I am here to ask for **[your proposal]**.*



# PUT IT TOGETHER. PRACTICE.

- Set the Stage & Make the Ask
- Note Your Data & Research
- Solve for Potential Problems
- List Next Steps



# GET CLEAR ON NEXT STEPS

1 | **WHAT:** Problems to Solve  
What is left to do?

2 | **WHO:** Roles, Responsibilities  
Who will do what?

3 | **WHEN:** Deadlines  
When will we do what?  
If not now, when?

**ROLE PLAY:**

- Worst Case
- Expected
- Best Case



# ADDITIONAL TIP: ASK FIRST

Making the first ask gets you more.

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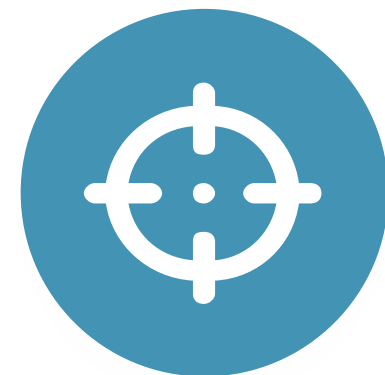
# HOW TO ASK FIRST



1<sup>ST</sup>

## Ask First

*People who ask first  
get 30% more*



“My Proposal Is...”



# WHAT IF THEY SAY NO?

Overcoming Objection

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# OVERCOME OBJECTIONS

## THE SECRET:

# STAY ON YOUR MESSAGE



# OVERCOME OBJECTIONS

***“No. Not Now.”***

- **Take a Deep Breath. Seek to understand.**  
***“Can you help me understand your reasons/point of view?”***
- ***“Please coach me on specifically what I need to do/accomplish to get X”***



# OVERCOME OBJECTIONS

***“I know you want \$X,  
I think we can give you \$Y”***

- **Seek to Understand**
- ***“Can you help me understand how you got to that number?”***
- ***“For these reasons (A, B, C) I am asking for X.”***



# OVERCOME OBJECTIONS

*“HR only allows us to give a raise of 15% - tops.”*

- Acknowledge the challenge. Note your value and data:

*“I understand your challenge. I am asking to be paid for the value I bring, which is X, and the market value, which is also X. Here is data to help support my proposal. ”*



# OVERCOME OBJECTIONS

***“The budget is really tight this year.”***

- Acknowledge the challenge. State your case noting your value and data:

***“I understand your challenge. I am asking to be paid for the value I bring, which is X, and the market value, which is in line.”***



# OVERCOME OBJECTIONS

***“This can take time. You will need to be patient.”***

- **Acknowledge the support, but get a date.**  
***“I appreciate your support. When should I follow up?”***



# **5** STEPS TO GETTING WHAT YOU WANT

- 1. GET CLEAR**
- 2. KNOW YOUR WORTH**
- 3. CONSIDER THE IMPACT**
- 4. BE COMMUNAL**
- 5. PRACTICE & ASK FIRST**



# ADDITIONAL RESOURCES

**Worth  
A  
Read**

[ConsultBrightBlue.com/blog](http://ConsultBrightBlue.com/blog)

[SheNegotiates.com](http://SheNegotiates.com)

[LeanIn.org/education](http://LeanIn.org/education)

**Worth  
A  
Listen**

The Broad Experience

HBR – Women at Work

Her Story of Success





# LET'S TALK MORE...

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Social



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