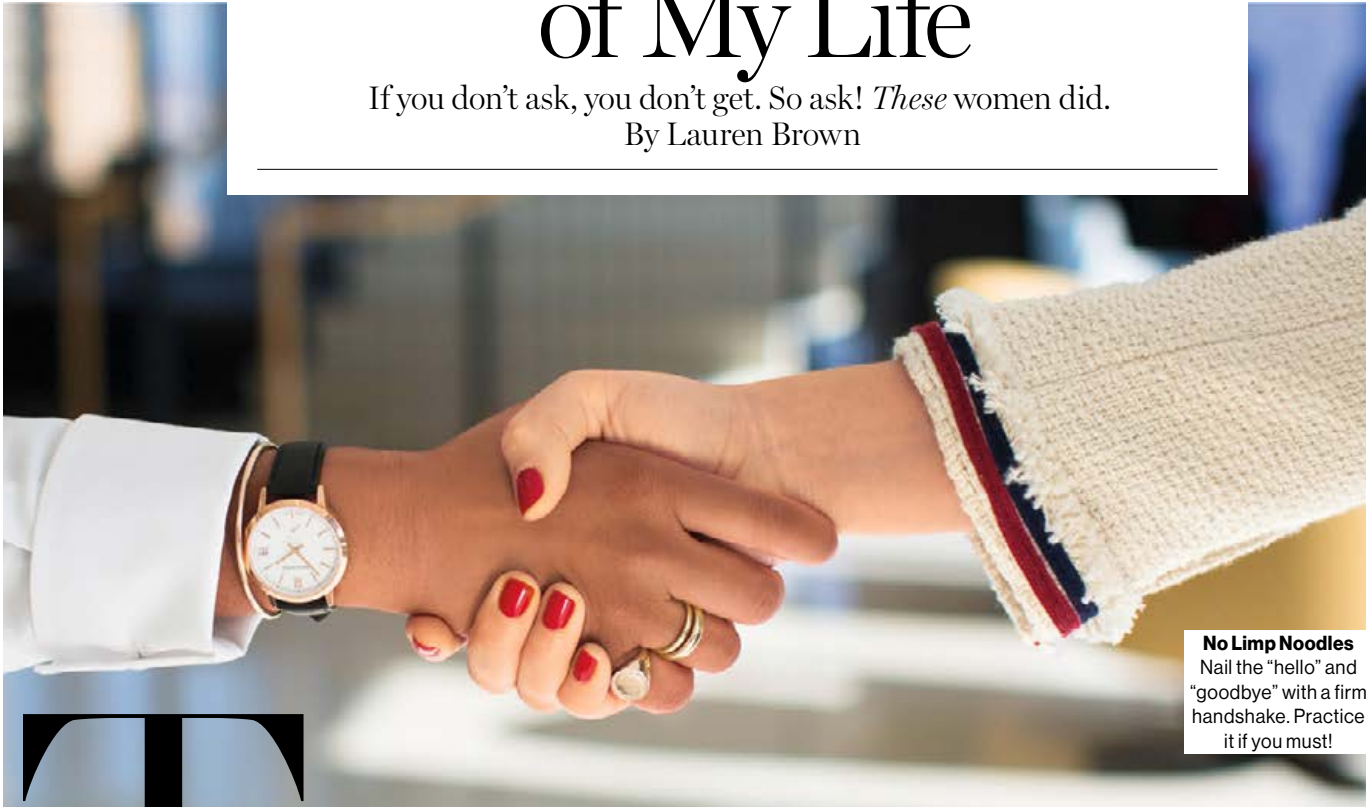


How I Nailed the Most Important Negotiation of My Life

If you don't ask, you don't get. So ask! *These women did.*

By Lauren Brown



No Limp Noodles
Nail the “hello” and “goodbye” with a firm handshake. Practice it if you must!

That raise you've been drooling over? It's time to woman up and *ask* for it. Negotiating can feel daunting, but think of it as a muscle: The more you do it, the better you get. *Glamour* got four women to share the tactics they used during game-changing moments in their careers. Now their success can be your success.

“I negotiated for a position of power—versus my own dad!”

Our hotel business has been family-operated for 40 years; I've worked for it for 20. My dad owns the hotel but lives 1,200 miles away in Florida, and the general manager has always relinquished their desk when he comes to New York for his monthly visit. When I became general manager, I knew the only way to earn the respect of my team was to make it clear that *I* was in charge. On his first visit during my tenure, my dad found me comfortably sit-

ting at “his” desk. When he asked, “Where do I sit?” I took him to an adjacent office and said, “I think you'll be very comfortable here.” That week the entire office was doing double takes; they couldn't believe I'd taken his chair—and that he'd given it up. It was as if the whole building slightly shifted. It was a silent negotiation but blissfully rewarding and certainly the most important of my career to date. —*Colby Brock, 40, general manager of the New Rochelle Hotel Association, New Rochelle, New York*

“I landed a national deal with almost no experience.”

My business partner and I were 21 and 22 years old when we pitched our products to our first national retailer. We had no industry experience, but we went into that meeting with so much passion that even our buyer said how impressed she was by our enthusiasm. We were trying something completely different—making cereal out of beans—so we had to sell the fact that

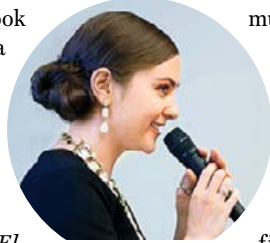
we were truly going to change the industry. We also explained how, as millennials, we understand how important it is for consumers to know who's behind the products (our picture is on our packaging). And we detailed how we'd support our product once it was on shelves. Our pitch worked—the buyer put us in more than 1,300 stores nationwide. Be real, be transparent, and wholeheartedly believe in whatever it is that you're selling. —*Maddy Hasulak, 28, cofounder and chief love officer of Love Grown, Denver*

“I kept pushing for a better salary.”

Soon after starting my current position, as chief marketing officer of Zico, I realized the job was much broader in scope than I'd anticipated. I knew I could strengthen Zico into a profitable, sustainable brand, but I wanted to be fairly compensated for the time and effort it would require. So even though I was already in the job, I decided

HANDSHAKE: KATIE FRIEDMAN; FROM LEFT: THOMAS PINK SHIRT; STILL HOUSE BRACELET; LARSON & JENNINGS WATCH; ARIEL GORDON RING; PAKA PAKA STACKED RINGS; J. CREW JACKET; SEE GLAMOUR SHOPPER FOR MORE INFORMATION

to renegotiate. I started with my manager, mentioning that given the complexity of the role, I anticipated the compensation should be adjusted accordingly. In writing, I outlined the facets of the position I believed were more demanding than other comparable roles. My boss said I needed to prove myself. It took a year, but in the end I got a raise. You have to know your worth and look out for yourself. If you are really adding value, people won't want to lose you. —*Lorna Peters, 32, chief marketing officer of Zico Coconut Water, El Segundo, California*



Miethner in action

“I planted the seeds before negotiating with my boss.”

My current company, findspark.com, started as a side hustle, but by late 2012 I

knew it was time to give it my full attention. My goal was to change my full-time status to a contractor at the small start-up where I was employed, working three days a week at a rate that was comparable to my previous one. I started the conversation with my boss by talking about how much I loved the company, then explained I wanted more time to pursue other projects and that I'd hoped I could stay on in a consultant role. I made sure to emphasize how I would prioritize all my goals. They knew about findspark.com from day one and supported me, which was key. It's important to have smaller conversations with your boss to prepare them before a big negotiation. I did and got great results. —*Emily Miethner, 28, founder and CEO of findspark.com, New York City*

Be a Negotiation Ninja!

“Actually, the best negotiators don't have one ninja move,” Selena Rezvani, author of *Pushback: How Smart Women Ask—and Stand Up—for What They Want*, tells *Glamour*. “They see the world as being very much up for revision, and they don't settle for less. There are always more options than we think.” Here, six more of her negotiating rules:

Do your research.

“Be the smartest person in the room with regard to your request,” says Rezvani. “For example, if you're asking for a flexible work arrangement, know all the facts about your company's policies on the issue. You'll often find you know more than the person sitting across from you, giving you an advantage.”

Tap your network.

“Professionals who network are significantly

more confident at negotiating than those who network less frequently,” says Rezvani. “Your network is a gold mine of information about industry standards. Plus, this group will often embolden you to go for that thing you've been hesitating over!”

Keep it personal.

“Resist the urge to get right down to business when the meeting begins,” advises Rezvani. “People get more favorable outcomes in negotiations when they're seen as likable and when there's a perception of trust.”

Be mindful of your body language.

“Stride in with a smile and friendly eye contact—don't use apologetic, slouching body language,” says Rezvani. “I plant both my elbows on the table in front of

me and create a box with my arms around my papers.”

Be strategic with silence.

“Maintain five to seven seconds of silence with relaxed but engaged eye contact at two key junctures: Right after you make your ask, and right after you hear the response from your counterpart,” she says. “It levels the playing field every time.”

And above all else, don't rush.

“You can absolutely settle the negotiation in one meeting if you're pleased with the terms,” says Rezvani. “But if you're not happy, don't you dare let anyone rush you! Deal makers are incentivized to pressure you for a fast answer, but take the time to reflect and reality-check the offer with others in the know.”

—*Emily L. Foley*