

THE FOUR TECHNIQUES THAT IMPROVE WOMEN'S NEGOTIATION PERFORMANCE

Welcome to the final module of the Salary Accelerator Course. Over the last week or so, you've been following the road map through the Pay Raise Process. You've acquired the specific tools, tactics and talking points you need to get your best raise ever.

Can you count on that success? Well, let me encourage you with this: What we know from research is that, for both men and women, **setting higher goals improves outcomes**.

After going through the Pay Raise Process inside the Salary Accelerator Course, you're no doubt feeling far **more prepared and confident** to set a higher pay raise goal.

But here's something else that will encourage you. Researchers¹ have found that negotiation training that used four self-management techniques improved women's performance more than it improved men's, and closed the performance gap between the genders that had existed prior to their training.

And what are those self-management techniques? Borrowing from the book which referenced [the research study](#), here they are:

1. **Set performance goals.** Inside the Build Your Custom Plan module, you followed a proven framework to set your performance goals which will guide your pay raise conversation.
2. **Anticipate obstacles and plan strategies to overcome them.** Inside the Build Your Confidence module, you discovered how to prevent resistance to your raise request; how to reply to virtually any objection so the negotiation isn't halted; and how to apply proven tactics for taming the anxiety that would otherwise threaten to derail your negotiation efforts.
3. **Role-play with a partner.**
4. **Reward yourself for reaching your goals.**²

Those last two are coming up today in this Master the Meeting module. Put it all together, and you can see that the negotiation training you're doing here in the Salary Accelerator Course aligns with the research. That was intentional.

The authors go on to say, “This study suggests that developing a **comprehensive plan** for your negotiation, **role-playing** in advance, and **creating incentives** for yourself can significantly increase your feelings of control during a negotiation, and increase your success too.”³

My friend, I spent literally hundreds of hours designing and developing the Salary Accelerator Course precisely to foster that success for you.

All that you’ve done so far leads you to the final training module of the course, Master the Meeting. The set of assignments completes the remaining preparation steps, the last of the self-management techniques designed for your success. Specifically, you will:

1. Set your reward. That’s the fun self-management technique of using an **incentive**.
2. Pick and practice your opening lines (which I’ve supplied for you). That’s both preparation and **role-playing**.
3. **Role-play** the pay raise meeting with partner. We know that rehearsal is massively effective and a crucial success factor in both your negotiating behaviors and outcomes.

Whether your meeting is soon or six months away, you’ll now be well-equipped to negotiate the salary you deserve.

This is Pat Katepoo, founder of Pay Raise Prep School for Women and your Salary Accelerator Course instructor saying, press on! Follow the final portion of the road map to reach your best raise ever.

NOTES

1. Gender differences in the acquisition of salary negotiation skills: The role of goals, self-efficacy, and perceived control. Stevens, Cynthia K.; Bavetta, Anna G.; Gist, Marilyn E., [*Journal of Applied Psychology*, Vol 78\(5\), Oct 1993, 723-735](#)
2. Linda Babcock and Sara Laschever, *Ask for It*, (Bantam Dell, 2008), 249
3. Ibid., 250