

## KNOW THE MARKET VALUE OF YOUR JOB POSITION

**The market value of your job is the key reference point** from which to assess your current salary and negotiate your pay raise. Knowing your market value also sets the foundation of your pay raise strategy.

You're probably familiar with market value as it relates to buying a home or a used car. If your neighbor is selling his car and you're interested in buying it, you'll go to the Kelley Blue Book website to check its market value.

The car's market value will vary, of course, depending on its market demand. Is it an Acura or an Audi? Is it two years old or 10? Does it have low mileage or high? And so on.

From all those variables, you'll determine the market value price range for your neighbor's car using the Kelley Blue Book data. Now you have a reference point from which to either accept or negotiate your neighbor's asking price.

Likewise, your job has a market value range, and your salary is largely determined by the market demand for that job. What would an employer pay today to hire someone to do your type of job?

(Another thought-provoking way I like to ask the question: "What would an employer pay today to hire a *man* to do your type of job?")

Variables include level of education, experience, measurable achievements, geographic location—you get the idea.

All the pay raise advice you've ever heard or read says things like "be prepared" or "do your homework" or "research the market." What they mean is this: know the market value of your job!

You need that reference point to begin the process. Without it, you have no basis or anchor from which to negotiate a salary increase.

**Action Step:** Complete the Pay Raise Strategy worksheets found in the Day 1 section.

Here are a few issues you might face as you complete the market value worksheet:

*What if my job title can't be found among the data sources?*

*What if a matching job title doesn't match my position's scope of duties?*

In those instances, aim to get salary ranges for two or more jobs that reflect your job responsibilities.

In fact, you might be able to make a case that you're filling a broader role than is typical for your type of job. That in itself could be reason to press for higher remuneration for the value you're bringing to the position.

*What if the salary range figures I surface are too broad to be useful?*

One woman told me that she found a range that spanned more than \$50,000, from the low end to the high, which left her confused. Yet her salary matched up best with local data findings, which had a more manageable \$10,000 salary range. That told me that the local data was probably the most reliable and she should use that.

### **You're On a Treasure Hunt**

If it helps, think of this assignment as a treasure hunt, because in fact, it could lead you to thousands of dollars more in earnings a year.

Some of the most remarkable pay increases I've seen among my clients over the years have come from using market value information. I'm talking about salary increases of 10%, 14% and 17% and more.

It's can be discouraging at first to realize how much you're being underpaid—if that's the case—but your focus now is on correcting the situation and moving forward with pay parity and more. Press on!