



WORKSHEET

PREPARE YOUR COUNTEROFFER

Before starting this worksheet, make sure you have watched the “2 Crucial Components of Successful Negotiations” video.



In this worksheet you will craft a counteroffer based on the rational and emotional selling points we discussed in the video.

As a reminder, these are:

1. Express Your Gratitude (Emotional)
2. Address the Market Rate (Rational)
3. Be Specific in Your Request (Emotional and Rational)
4. Reiterate Your Value (Rational)
5. Encourage a Collaborative Approach (Emotional)



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Counteroffer Example

First, [Name], I want to express my sincere gratitude for this fantastic opportunity. I am genuinely excited about the prospect of joining the team at [Company Name] and contributing to the success of the team.



Express Your
Gratitude
(Emotional)

After careful consideration, I would like to discuss the salary component of the offer. I am aware that the market rate for this position typically ranges between \$85,000 and \$105,000.



Address the
Market Rate
(Rational)

In alignment with the market rate and considering my experience and qualifications, I would like to propose a revised annual salary of \$100,000.



Be Specific in Your
Request
(Emotional and
Rational)

I believe this figure reflects not only my dedication to this role but also the value I am confident I can bring to the company. As a Business Manager, my focus will be on consulting your management teams to enhance their performance. With a proven track record in similar roles, I am confident that my contributions will directly contribute to the company's financial success.



Reiterate Your
Value (Rational)

I view this negotiation process as an opportunity for collaboration, and I am eager to work together to ensure a mutually beneficial agreement. I am confident that my skills and experience align with the goals of [Company Name], and I am excited about the prospect of contributing to the success of the team.



Encourage a
Collaborative
Approach
(Emotional)



PREPARE YOUR COUNTEROFFER

Now it's your turn. Prepare YOUR counteroffer:

Step 1: Express Your Gratitude (Emotional)

Step 2: Address the Market Rate (Rational)

Step 3: Be Specific in Your Request (Emotional and Rational)

Step 4: Reiterate Your Value (Rational)

Step 5: Encourage a Collaborative Approach (Emotional)