



**Job Search
by Doing Business In English™**

JOB SEARCH COACHING

4 NEGOTIATING AND EVALUATING

JOB OFFERS

No.1 - Issued June 2025
Doing Business In English
www.doingbusinessinenglish.com

The 10 Ps of Job Selection to Consider

Earlier in the series we considered the 10 Ps of job search, how does the offer(s) score against the criteria?

- 1) Place
- 2) People
- 3) Products
- 4) Process
- 5) Powers
- 6) Projects
- 7) Progress
- 8) Promotion
- 9) Prosperity
- 10) Purpose

1) Place – where you want to work

“In which country, region, area, city or town do you want to work?”

“Do you want to work at the company’s premises, hybrid or remote?”

“What length of commute to work is acceptable?”

“What type of place do you want to work – at a company in your own office, with colleagues in an open office, at a coworking location, at home or somewhere else?”

“Do you want to be part of an international company, a national company or local company?”

“Do you want to be part of a large, medium sized or small company?”

2) People - who you want to work with

“Do you want to work as part of a team or on your own?”

“Do you want to work with peers from other functions / departments?”

“What type of manager do you want to report to? What do you want from a manager? What makes a bad manager for you?”

“How do you expect and want people to work with each other?”

“What characteristics do you look for in colleagues? What characteristics can you not tolerate in colleagues?”

3) Products – what products or services you want to work with

“What products or services do you want to work with? Why?”

“Do you want to work with products and services you know or new products and services?”

“How important is the product or service to your choice of job?”

4) Process – how you want to work

“Would you prefer a structured consistent way of working or one that is more changeable and flexible?”

“Do you want to work under strict instruction, occasional instruction or virtually no instruction?”

“Do you want your workload and priorities to be driven by others or by yourself?”

5) Powers – the strengths, characteristics and skills you would like to use at work

“What powers have contributed to your career and life successes so far?”

“What powers would you like to use more?”

“What powers would you like to develop?”

“When in a team what do you normally contribute?”

“Which of your powers are most valuable?”

6) Projects – specific projects or initiatives you would like to work on

“Are there any specific projects you would like to work on?”

“Is there anything that you want to achieve?”

“What work will specifically contribute to your future career?”

“What work will you be proud of?”

7) Progress

“In what way do you want your career to progress in the next job?”

“What do you want to learn in your next job?”

“What responsibility do you want to successfully take in the next job?”

“How will the next job help your overall career advance?”

8) Promotion

“Does the next job need to be a promotion / advancement?”

“In the next job are you expecting opportunities for promotion?”

“What will the job be after the next one?”

9) Prosperity

“What salary and benefits do you expect from the next job?”

“What is the minimum salary and benefits you would accept? What other factors in the job would mean you would accept this?”

“What is the market rate for jobs you want to secure?”

10) Purpose

“How does your career contribute to your life’s purpose?”

“In what way do you want your next job to give you a sense of purpose?”

“Do you want the work you do in your next job to be of any value to others?””

Plan

“Which of the 10Ps appears to be the most significant?”

“Which is less significant than you had thought?”

“Which is more significant than you had thought?”

“What has this exercise shown you?”

“How will this impact on your job search?”

“What is the goal behind the goal in your job search?”

The 11th P to Consider

11) Price

“What do you expect to receive in terms of salary and benefits?”

“What would your salary and benefits be if you stay at your current company?”

“What is the level of inflation / increases in prices you face?”

“What opportunities are there if you stay in your current job?”

“What risks are there if you stay in your current position?”

Negotiations

Disclaimer – every country and business sector and application has its own dynamics. The advice and tips shown here are not an instruction, they are here to help create ideas and awareness but applicants needs to assess what is appropriate to their situation.

Be Ready to Negotiate

Be aware of your worth and be ready to negotiate. It is commonly cited that approximately two thirds of men are prepared to negotiate their salary and one third of women are, many employers expect a salary negotiation so opening offers reflect this. The first step in negotiation is to get organized, then prepare a proposal and then practice as much as possible.

To ensure that you receive the compensation you are entitled to, it is essential to be aware of the standard rate for your position in your industry and geographic region. According to Ramit Sethi, who wrote 'I Will Teach You to Be Rich', entering a salary negotiation without a specific figure places you at the mercy of an experienced recruiting manager who can easily dictate the terms of the conversation. This can be accomplished by conducting an online search on websites such as Glassdoor or Payscale, or by consulting with colleagues in your field (ideally both male and female, in order to prevent falling prey to the gender pay disparity).

One common mistake made by candidates in salary negotiations is not satisfactorily considering the bonuses, benefits, conditions and any additional perks. Consideration of items that have a monetary value such as insurance, medical benefits and pensions is a starting place, but candidates should also try to assess the monetary value of hours in a working week, days holiday and commute time should also be considered.

Be Willing to Walk Away

When considering your numbers, you should also come up with a “walk away point”—a final offer that’s so low that you have to turn it down, please ensure this takes into account future salary rises and inflation. Walking away from an offer is not easy particularly after all the interviews but might be the best thing to do, it’s important to know when to say no.

Stay Positive, polite, clear and respectful - but you do not necessarily have to accept the other side's position. Negotiating job offers is not something we do many times in our lives. At all times try to keep the conversations on a positive note and polite, try to start from a point of agreement, the negotiation should feel and sound like 2 people agreeing terms rather than arguing.

Deliberately highlight positives first, for example by saying "I am inspired by the company's purpose and vision, the role really connects with my achievements and experience, at the moment the salary and benefits are not competitive enough compared to my current package so I would like to ask whether it can be improved."

Complete your homework

Make sure you are ready. You do not know when the employer will call but you can ensure you can remember the details of your application, any names of people at the company you know and your availability. Think about how you want the caller to describe you after the call when they mention you to the Hiring Manager

Prepare a One-pager- to help you show what you can do plus a copy of the job advertisement. Be ready with a sheet with your key skills, experience and achievements plus any bullet point answers to traditional questions in case the HR person has some basic questions and wants to do a screening call.

Negotiate when the time is right - Don't negotiate during screening interviews, if they ask your salary expectations at this point you can give them an idea what you currently earn including any imminent increases plus if they push you the best response at this point is you would want to know more about the expectations of the job and the potential non salary benefits before confirming. At the start of the process, it is less likely that you have fully shown your full value and got them excited about your application, hold off until they want you!

Negotiations are best by e-mail - most negotiations are done in person or over the phone, but if most of your communication with a recruiter or hiring manager has been over email, don't be afraid to negotiate over email. This ensures you stick to the script and can be more manageable. If you do negotiate over email, try to infuse as much empathy, pleasant conversation, and openness as possible into your message, mimicking a real-life conversation.

Identify a Salary Range

1. Calculate the lowest figure that you would accept, that would be the salary for the next year, this figure enables you to cover your costs and you would accept it if there were no alternative offers likely to be made.
2. Identify how much professionals similar to you earn. Be realistic, build in inflation and any probable salary increases in the next 6-12 months, this can be the midpoint.
3. The high point is the salary that would delight you and you would be happy to commit to even if there was not another increase for 3 years. When identifying the high point take realistic forecasts of wage inflation and cost price increases.
4. The low point is there to see the range, it is not there to be part of the target but instead to remind you that you need a lot more.
5. The target salary range is then between the midpoint and high point.
6. Practice saying it until you are completely happy saying it confidently and calmly. If you cannot then it's probably not the figure to ask for.

Build a Business Case with Evidence

Candidates must create a business case for their requirements in a negotiation which is built on solid achievements, arguments, evidence and research that justify their position. When it is not possible to put together a credible case then candidates must seriously consider countering an offer, simply trying their luck can backfire because the company might withdraw the offer and can risk the applicant losing their credibility.

Don't forget - how you communicate the entire message is just as important as what you ask for.

Preparing a 1 page document with the case on and how to communicate is essential, plus simply knowing everything a clear on the page helps calm nerves.

Make an opening statement to introduce your argument, e.g. "Thank you for agreeing to this call Mrs Smith, I would like to discuss the salary proposed in the offer I have been sent. I have extensively researched the cost of living in Dublin, the salary and benefits packages for comparable roles, with the same achievements and experience. I was expecting a salary offer of between 75 and 90 thousand euros. Therefore, I would like to ask whether the business will reconsider the salary?"

Evaluation of the Offer

Salary is not the only negotiable part of the whole offer; many companies have to work within strict salary bands but have flexibility in other parts of the offer.

When preparing for a negotiation, identify what you will negotiate on and what you will not negotiate on. Include every aspect of the offer - salary, benefits, holiday, bonus and career development, plus identify any other factors not specified such as commute time.

Do Your Homework – if you are in a process for a common job type of job e.g. ‘accountant with 2 years’ experience since qualifying’ the Glassdoor website can provide a guide but must only be considered as a starting place. When applying for positions that are not common, are more senior or specialized, then networking is a better way of benchmarking.

Remember the Groundwork Rules

1 When you are not sure, neither accept or reject, often there might have been a long process in which you wanted quicker answers (that did not come) so now do not be pushed into an answer you will regret later. Without exploring psychological and behavioural issues in depth, it is fair to say that for most people they need their heart, brain and stomach to all agree. When you are unsure ask yourself what stops you knowing and then identify do you need further guidance, information or time to decide.

2 However positive you feel, be prepared to walk away, the application process may have taken weeks but at the offer stage it is the responsibility of the employer to make a convincing offer and help you say yes. Prepare questions and say no as well as yes.

3 Focus on your future rather than the past, identify and write down the opportunities and risks.

4 Consider the situation of the company making the offer but do not be controlled by it.

5 Examine alternatives and benchmarks where possible that support your proposal

6 Try to ensure you come across as being positive, reasonable and confident but be careful to avoid looking too pushy, arrogant and hard to work with.

7 Evaluate the benefits and allowances in cash terms.

8 Make sure you listen carefully and take notes.

9 Prepare your expectations and your reasons for them, do not be afraid of objections from the company's staff as some staff will always try to lower what it costs to recruit you, whatever you ask for.

10 Negotiations are normal and expected, never allowing it to become a case of you versus them, conflict is highly unlikely to work and even if it does it could damage your credibility before you have even joined.

Decision Making Questions to Consider

“Will the new job mean progress towards your ideal working day?”

“What will be better or worse for your working day in the job offered?”

“Which of your strengths are key to you having a better day?”

“Will you be able to demonstrate and build on your strengths in the new job?”

“Which of your personal values would be affected if you take the job offer?”

“How often do you learn or experience new things in your existing job?”

“Will that change favorably in the job offered?”

“Will you develop new skills and knowledge more quickly in the job offered than your existing job?”

“How much risk is there in taking the job offer?”

“How much risk is there in staying in the existing job?”

“Will the new position be the change you are looking for?”

“What specific changes are you looking for?”

“Will the new job offer mean progress towards your short-, medium- and long-term goals?”

“Will staying in your existing job mean progress towards your short-, medium- and long-term goals?”

Accepting a Job Offer

Should you ask for the job offer in writing before you accept?

Yes, companies will often discuss details by phone before wanting to draft the final offer in writing, this is normal as they do not want to do the job several times. But please make sure in the calls you are agreeing 'subject to receiving and agreeing all in the written offer'. Plus if they ask for a start date and you must give your current employer 2 months' notice, make sure you say make it clear you will be able to start 2 months after agreeing to the written offer and giving your exiting employer formal notice.

When should you hand in your notice to your current employer?

"Do not resign on a verbal offer – always wait until you have received the contract of employment," we live in changing uncertain times – until you have a written offer then you should not be terminating your existing employment

Turning Down a Job Offer

1. Respond quickly. Responding quickly is critical, if you and the hiring company have decided on a timeline for your decision, let them know within this timeframe. As soon as you have decided to reject a potential job offer, you should let the company know by email it is best but if during the interview process you feel you have developed a strong relationship with the HR contact, a phone call can be effective. The company probably has other candidates in mind and is more likely to be able to hire one of them if they know as soon as possible that you've decided not to accept the offer.

2. Provide a reason. Please ensure you give the company a reason you are rejecting their offer that is credible and clear, but you don't need to go into the details. For example, If you have decided to accept an offer from a different company, you can let them know that, but you should not tell them the company name.

3. Stay grateful. Thank the company for their time and leave the process on a positive note. Please remember the company's staff have spent time and resources interviewing for the role and now might potentially have to start all over again.

4. Leave the door open. Throughout the interview process remember this will end with you;

1 Joining the company – this means you will in some way be working with these people and want to start the relationship positively

2 If you do not join the company – remember there might be future opportunities you want to apply for and you want them to welcome future potential applications.