



Start Your New Job at the Highest Possible Salary

Take about 10 minutes to complete this Market Value Worksheet, following the steps on page 2. The first step to negotiating the highest possible starting salary in response to a new job offer is to know your market value for the job position. Why settle for less than is possible? Be prepared to ask for more than what's offered.

Job Position Characteristic	Median Hourly Wage at the 50th Percentile
Years in Field	\$
Education Level	\$
Credentials Held	\$
ADA Membership	\$
Practice Area	\$
Employer Status	\$
Responsibility Level	\$
Number Supervised	\$
Budget Responsibility	\$
Geographic Location (Census Divisions)	\$
Job Position*	\$
Education + Years in Field*	\$
Practice Area + Years in Field*	\$
Employer Setting*	\$
Size of Organization*	\$
Geographic Location (State)*	\$
Geographic Location (Metro Area)*	\$

*Refine your market value range using additional figures from ADA's latest *Compensation and Benefits Survey*. It's available from ADA's online bookstore and it can help you bolster your case for getting the highest possible salary that you're negotiating for.

Based on my research, my market value range is \$_____ to \$_____.
(Multiply by 2080 for an annual full-time salary, then divide by 12 for monthly.)

Market value information—*not* your earnings history or your sense of self-worth—serves as the benchmark and anchoring point for negotiating the position's starting salary. For many women (RDs), the typical salary negotiating risk is in underselling herself and accepting too low a salary. Use market value data to avoid that negotiating misstep.

Do the steps below to get an estimated starting salary range for the prospective position:

1. Access and open the free 26-page Summary Report of ADA's *Compensation and Benefits Survey of the Dietetics Profession*. * Find it at this link:

<http://www.membersurvey.com/adaresults/2005CompensationSurveySummary.pdf>

(If it's no longer posted on the Web, request a copy from pat@careercoachrd.com.)

** I again recommend getting the 182-page book-length report of ADA's salary survey because it includes additional wage categories. Find it at ADA's online bookstore.*

2. Referring to pages 9 to 14 of the Summary Report, complete the worksheet column on the above page with a dollar figure from each of the hourly wage categories. Use the wage listed under the 50th percentile column which matches you and the job position that you're researching in preparation for an interview and a subsequent job offer.

For example, looking at RD Hourly Wage by Years in Field on page 9, if you have worked in the dietetics field for seven years, line up the 5 - 9 years row with the hourly wage listed under the 50th percentile column. Record that figure on the worksheet.

3. Find the lowest and highest hourly wage figures you recorded in the worksheet column to fill in your "market value range" at the bottom of page 1. Adjust the figures for inflation from the time the data were collected (2005) to the time you're using it.

4. Do additional salary research using the Salary Tool at RD411.com. Be mindful that the entries there may also need to be adjusted for inflation.

5. Set an ambitious salary target goal, perhaps the higher end of the market value range. Or repeat the above exercise using the 75th percentile figures instead of the 50th percentile to establish an ambitious target range. How does this step get you a higher salary? Find out here: <http://careercoachrd.com/nuggets.htm#Ambitious>

Are you uneasy asking for the amount you've estimated as a competitive starting salary? If you can defend it with market value data along with your solid job performance record of measurable achievements, you can be confident about stating your salary expectations. Even if it's a lot more than you've ever earned before!

6. Once you've estimated your market value salary range, take the next steps to help you successfully negotiate for it, found here: <http://careercoachrd.com/a-salary.htm>

A fact to consider: *Research finds that using market information and other externally set guidelines to set goals can improve women's negotiation results substantially.* From Women Don't Ask, by Linda Babcock and Sara Laschever, page 137