

THE PROMOTION: EMPLOYEE

Instructional Page | Scenario #2

There is no time limit for this practice negotiation but try to keep it under an hour. Take about 15 minutes to read the following page and make notes about your strategy, questions you want to ask, and so on.

As you head into this negotiation keep in mind that you are driving this negotiation, you will need to ask for what you want. Don't be afraid to renegotiate salary and be tough, and ask questions.

Be ready to ask for other things besides salary, and don't be afraid to do so.

- *Besides the base pay, what other benefits are negotiable?*
- *Do you have any reservations for me taking on this promotion?*
- *Is the price I am asking within the salary range?*

Don't worry about getting a no, that's when a negotiation truly takes place!

Be sure you're making the best case for yourself.

Feel free to make this scenario your own and ask questions that come naturally to you, this should represent a real experience you're learning from.

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Situation Description

You are a Real Estate Representative for Starbucks in San Francisco, California. You have worked there for six years under the Real Estate Manager. Before working at Starbucks you obtained a Bachelor's Degree in Business Administration and took additional Real Estate courses before working for 2 years in the Real Estate business learning the "ins and outs" of Real Estate.

Since working at Starbucks you have helped purchase key properties that have led to an increase in sales by **25%** in the San Francisco area. You have also filled in for the Manager when they were not available and took over their additional duties. You even helped organize the office in a more modern efficient way, while they were on vacation, helping to keep the office clean and tidy.

You are the first one in the office and the last one to leave, and you are an excellent researcher and negotiator. The sales you help negotiate have always been purchased under budget. While you get along with all your employees and are easy to get along with, you got off on a bad foot with the local grocery store owner who has since given the two coffee shop spots in his local stores to Dunkin Donuts your competitor. **This led to a decrease in sales and a loss of hundreds of dollars in revenue.** You apologized numerous times to the owner taking full responsibility and was highly transparent with Starbucks about the situation and ensured this would never happen again.

Despite this, you have been a shining star in your department and at Starbucks and currently make **\$73K** a year, so when your Manager announced they were retiring, you quickly put your name in the cup to replace them and be promoted. After a round of several interviews, you received the position, in part because your old Manager loved you and highly recommended you. They told you before heading into the negotiation that they were making **\$98K** a year, but when you researched it on Glassdoor the high end was **\$101K** annually. You also know that there were other highly qualified candidates who interviewed.

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You love living in San Francisco, but are really struggling with the commute and since you recently had your first child hope to work from home at least one day a week, if not more. When you organized the office, you made it so that the person who takes your old position will be able to quickly understand how everything works so you should not have to be physically in the office every day. You also know of a Real Estate Conference in London in six months and hope to ask in the Negotiation if the company will pay your travel and registration costs totaling **\$3,200**. You would be able to present at the conference and represent Starbucks on the global stage. You even think having someone from the Social Media / Marketing side tag along would be an excellent idea.

How much is your opening offer? \$_____

What is the minimum amount you are willing to accept? \$_____

What is your ideal amount? \$_____

What are your BATNAS? Or other asks?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.