YT Free Resource

Negotiation Planning Page (Matching the Offer Evaluation Checklist)

This page turns your evaluation into a **clean counter-offer plan** with **word-for-word scripts**.

How to Use This Page (10 minutes)

1. Pick **1–3 priorities** (don't negotiate everything).
2. Decide your **ask** and your **fallback trade(s)**.
3. Choose your **script** (email or call).
4. Send it calmly, then stop talking.

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1) Offer Snapshot (for reference)

Company: ____
Role Title: ______________________________________
Offer Base Salary: $_____________
Offer Bonus: ____________________
Offer Equity: ____________________
Offer Sign-on/Relocation: __________________________
Offer Deadline: ______________
Decision Maker / Recruiter: ________________________

2) My Target Numbers (Non-Negotiable Prep)

A) My 3 Numbers (Base Pay)

Minimum acceptable base (walk-away): $______________
Target base (strong goal): $______________
Reach base (ambitious but reasonable): $______________

> Rule: If you don't know market ranges, anchor to **scope + market data + your proof**. Don't anchor to hope.

B) My Top 3 Priorities (choose 1–3)

- ☐ Base salary
- ☐ Sign-on bonus
- ☐ Guaranteed first-year bonus
- ☐ Equity increase / improved vesting
- ☐ PTO
- ☐ Remote/hybrid schedule
- ☐ Title/level alignment
- ☐ 6-month compensation review
- ☐ Other: ____

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3) My Negotiation Strategy (Pick Your Path)

Choose the strategy that fits your offer situation.

Strategy 1 — Base Increase (Primary Ask)

Primary ask (base): $______________
Why it's justified (scope + market + value):

3. ____
4. ____
5. ____

Strategy 2 — Trade Package (If base is "fixed")

If they say base can't move, choose your trade(s):

- ☐ Sign-on: ask $______________
- ☐ Guaranteed first-year bonus: ask $______________ or ________%
- ☐ PTO increase: + ________ days
- ☐ Remote/hybrid adjustment: ________________________
- ☐ Title/level alignment: ____________________________
- ☐ 6-month comp review with goals: ___________________
- ☐ Equity adjustment: ________________________________

Strategy 3 — Accept Faster with One Change

If you're ready to accept with one adjustment:

My "If we can do X, I'll accept today" ask:

____

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4) My Proof Points (Use 2–3, no overexplaining)

Pick your strongest proof points that match their needs.

Proof Point Bank (check 2–3)

- ☐ Comparable market range supports my ask (role/level/location)
- ☐ I bring directly relevant experience in: ________________________
- ☐ I’ve delivered measurable outcomes (metrics/ranges):
    - ____
- ☐ I reduce risk / improve compliance / improve controls
- ☐ I improve cycle time / throughput / service levels
- ☐ I strengthen managers / reduce escalations / improve retention
- ☐ I bring scarce skill(s): ________________________________

My top 2–3 proof points (write clean):

1. ____
2. ____
3. ____

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5) Timing & Control (The 48-Hour Rule)

- ☐ I thanked them and requested time to review
- ☐ I will counter **within 24–48 hours** (not immediately)
- ☐ I will counter **before** the deadline (not on deadline day)

My planned send date/time: ______________________________

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6) The Scripts (Email + Call + Pushback)

Use these word-for-word. Keep your tone confident, calm, and brief.

Script A — "Buy Time" (Right after the offer)

"Thank you—I'm excited about the role. I'd like to review the full offer carefully. Can I have **48 hours** to look it over and come back with any questions?"

> Then stop talking.

Script B — Email Counter (Base Pay Primary Ask)

Subject: Offer discussion – [Role Title]

"Hi [Recruiter Name],
Thank you again for the offer for the **[Role Title]** role. I'm excited about the opportunity and the impact I can make on **[team/project/business need]**.

After reviewing the package and the scope we discussed, I'd like to explore whether we can adjust the **base salary to $[TARGET/REACH]**. This request is based on **[2 proof points]**, and the market for this level of responsibility.

If we can get close to **$[TARGET]**, I'm confident we can move forward quickly.
Thank you—happy to discuss by phone if easier.
Best,
[Your Name]"

Script C — Phone Counter (Base Pay Primary Ask)

“Thank you again—I’m genuinely excited about the role. Based on the scope we discussed and the market for this level, I’d like to explore whether there’s flexibility to move the base closer to **$[TARGET]**. If we can get close to that number, I’m comfortable moving forward quickly.”

Then stop talking. Silence is normal.

Script D — If They Say “Base is Fixed” (Trade Variables)

“Got it—thanks for clarifying. If base is fixed, could we explore adjusting the package through **[trade #1]** and **[trade #2]** so the overall offer reflects the scope of the role?”

Examples of trade language:

- “Could we add a **sign-on bonus of $X** to bridge the gap?”
- “Could we guarantee a **first-year bonus of $X**?”
- “Could we increase PTO by **X days**?”
- “Could we adjust the schedule to **[hybrid/remote detail]**?”
- “Could we align the title to **[level]** given the scope?”

Script E — The 10-Second Counter (Short + Powerful)

“Is there flexibility to move the base closer to **$[TARGET]**?”

Say it. Stop. Let them answer.

Script F — “I’ll Accept Today If…” (Close the Deal)

"If we can get to **$[NUMBER]** (or add **[specific trade]**), I'm ready to accept today."

Only use this if you truly mean it.

Script G — If They Ask "Why?" (Justification in 1–2 Sentences)

"Based on the scope we discussed—especially **[1–2 responsibilities]**—and the market for this level, I want the offer to reflect the value I'll deliver in **[impact area]**."

Script H — If They Ask for Your Current Salary (Boundary Response)

"I'm focused on the value and market range for this role. Based on the scope, I'm targeting **$[TARGET]**."

(Use only where legal/appropriate in your location.)

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7) My Negotiation "Menu" (Pick 1–3)

Don't negotiate 7 things. Choose your best levers.

My Primary Ask

- ☐ Base to $__________

My Backup Trades (choose up to 2)

- ☐ Sign-on: $__________
- ☐ Guaranteed bonus: $__________ / ________%
- ☐ PTO + ________ days

- ☐ Remote/hybrid: ____________________
- ☐ Title/level: _______________________
- ☐ 6-month comp review (with goals): _______________________
- ☐ Equity adjustment: _________________________

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8) My Bottom Line (Walk-Away Clarity)

I will accept if: ____
I will negotiate if: ____
I will decline if: ____

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9) Follow-Up Plan (So You Don't Chase)

- ☐ If no response in 48 hours, I will send a follow-up
- ☐ I will keep it short and professional

Follow-Up Email (48 hours later)

"Hi [Name], checking in on my note regarding the offer. I'm excited to move forward and would appreciate any update on timing. Thank you."

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10) Notes From the Conversation (Document Everything)

Date/Time: ________________________
What they said: ____

What I agreed to: ____

Next step + date: ____