

Top 3 Negotiation Strategies of Influential Business Women

Gender inequality in the workplace is a pressing issue, and knowing how to advance in your area of expertise can seem like a daunting task for many females. Whether it involves the pay gap, work contracts, business partnerships, deals, salaries, or liability issues, defying gender-based stereotypes in the workplace is now more important than ever.

By building your negotiation skills, you can improve your negotiation capabilities, build confidence, and gain that competitive advantage you deserve. Also, because negotiating is a form of interaction, it can help you to refine your communication skills in a professional environment. A [negotiation workshop is a great way](#) to help you improve your negotiating skills, visualise your next business move, and create more power for women to advance in business.

A negotiation workshop aims to create not another polarising power dynamic, but an equal playing field. The only thing that should be judged at the negotiating table is the effectiveness, persuasiveness, and quality of the argument - not the gender it is attached to.

We looked at the advice from some of the most influential business women who are constantly challenging the boundaries of negotiation stereotypes, and applied them to 3 areas which can help you improve your negotiation strategies and tactics.

1. Be ready to do something you are not 100% ready to do

Marissa Mayer, Yahoo CEO

It's no secret that Marissa Mayer is an admirable [female boss](#). She is full of life lessons, and has lots of tips and advice for females looking to revolutionise their salary negotiation strategies. The first step is to encourage yourself to embrace the uncertainty and arrange that salary negotiation meeting with your boss. In Mayer's words, "*I always did something I was a little not ready to do. I think that's how you grow. When there's that moment of 'Wow, I'm not really sure I can do this,' and you push through those moments.*"

This can help you focus, boost your confidence, and means you are ready to use the experience as an opportunity to grow.

Male starting salaries are 7.6 percent higher than those attained by women. This statistic is perhaps not just reflective of wage inequality, but also negotiation skills. Studies show that men are more likely to negotiate for a higher salary than women, however studies also show that males are no more likely to be successful with negotiations than women. This tells us that women needs to seize the mantle by choosing to negotiate more often. So there's no reason to be daunted beforehand - if it's something which is happening, so make it happen for you too.

2. Fuel your negotiations with objectivity

Oprah Winfrey, Media Executive

When it comes to taking matters into her own hands, few know how to do it better than Oprah. *"My philosophy is that not only are you responsible for your life, but doing the best at this moment puts you in the best place for the next moment."* In the world of negotiation strategy, this translates into taking a responsible, measured, and planned approach. You need to have a defined objective in mind, backed by objective information.

When it comes to the negotiation conversation, whether for benefits, salary, or contract terms, be prepared to present these objective measures to persuade others to your way of thinking. This shows preparation, confidence and professionalism, all of which are necessary for negotiating.

Present your boss with an outline of what you are already doing, what you believe you should be paid for doing it, and why you qualify for the salary rise. Do your research about what benefits you are entitled to as well.

3. Know your privacy rights

Himanshu Bhatia, CEO of Rose International

Although one of the [many things to avoid](#) when entering into negotiations is to panic, and make mistakes such as presenting unrealistic expectations, it's important to practice what you preach. Himanshu Bhatia reminds us that *"As a leader, it's a major responsibility on your shoulders to practice the behavior you want others to follow."* So when it comes to negotiating, it's important to lead. What if you don't consider yourself to be a leader? Then feel as if you are a leader, and believe you are a leader. Don't allow the negotiators to make you feel uncomfortable, or lead you into an irrelevant conversation. This will likely undermine your plan.

This includes asking how much you were earning at your previous job. Whether you are asking for a raise or are starting as a new employee, know that this is confidential information. While it is perfectly acceptable to give your new employer your baseline salary expectations, in no way should it be relevant to your previous earnings. But that's no reason to sell yourself short either.

These 3 strategies will improve not only your negotiation skills, but your confidence and professional outlook. Let's work towards a playing field where gender stereotypes in the workplace are a thing of the past.