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Still having issues?

- Call 800-753-2160 (M-F, 8 AM-8 PM ET)
- Email customerservice@AudiologyOnline.com
Learn to Earn the Salary You Deserve: Negotiating Like A BOSS

Natalie Phillips, AuD
Senior Audiologist
Advanced Otolaryngology and Audiology
CEO/Founder
Connect4Excellence, LLC

How are YOU at negotiating?
How LONG did it take you to negotiate?

Did you need any other information prior to a counter-offer?

Did either party have to give something up?

Was it a WIN-WIN for all parties involved?

Were you satisfied with the results?

Who’s ready???
Do you know how much you are worth?

Why Negotiate?
The Gender Gap in Negotiating?

- 46% of men ALWAYS negotiate following a job offer vs 30% of women
- 39% of men feel apprehensive about negotiating vs 55% of women

Linda Babcock, 2007

Why Negotiate?

- Recruiters: 25% negotiate job offers
- Employers: 80% say negotiating makes a better impression than not
- Average gain from negotiating: 2-4%
  - $2-4 million over a career

Lowenstein, 2012
Why NOT Negotiate?

- It’s just my first job, I’ll negotiate my next job
- This is my dream job, I don’t want them to offer it to someone else
- I was happy with the first offer, it was higher than my last job

?  ?  ?

How  ?

?  ?

?  ?  ?
“Place a higher priority on discovering what a win looks like for the other person.”
– Harvey Robbins

Doing Your Homework

- Look up local salary statistics: https://www.bls.gov/oes/current/oes291181.htm#st
- Gather numbers
  - Your history of time and services
  - Job you will be interviewing
- Plan your asking salary, and how you will justify this amount
Steps

- Who’s on First?
- Aim High
- Be Flexible
- The Final Push: If you can meet me at X...
- Always Be Able to Walk Away

Steps to FINISH

- Get RID of the MISNOMER: It is about winning and losing
  - For me to win, you have to lose
  - For me to be happy, you have to be sad
  - If it sounds good, you must be lying
- COLLABORATE
Getting to Yes

- Put yourself in their shoes
- Don’t draw your own conclusions from your fears
- Don’t blame them for your problem
- Sometimes, act inconsistently with their assumptions
- Have them participate so they can have a stake in the outcome
- Consider their value need vs your value propositions
- Be flexible in asks
- Look forwards, not backwards

Preference Considerations

- Create a preference sheet to help prioritize what is important vs what is acceptable
- What to negotiate:
  - Salary
  - PTO
  - Work hours
  - Sign-on bonuses
  - Moving expenses
  - Starting date
  - Professional dues/Licenses
  - Conferences/CEU Opportunities
Considerations

- What is the best and the worst possible outcome of the negotiation?
- What do I know about the situation?
- What do I not know about the situation?
- What questions can I ask that invite a NO in order to stimulate:
  - An employer sense of control
  - A different personal preference?

Further Preparation

- Beware hearing what you want to hear
- Prepare answers to difficult questions
  - Know what you are comfortable saying/signing
  - Know what is legal
- Have questions of your own ready to ask
- Read contracts carefully before signing
NEGO T IATI ON CHART:  
Based on 1 NP/Day  
3 DAYS of work/week

<table>
<thead>
<tr>
<th>Scenario 1</th>
<th>Scenario 2</th>
<th>Scenario 3</th>
<th>Scenario 4</th>
<th>Scenario 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio/HA ONLY 1 Month 3d/week (12d/mo)</td>
<td>Audio/HA ONLY 2 months 6d/week (36d/mo)</td>
<td>Audio/HA ONLY 3 months 9d/week (54d/mo)</td>
<td>Audio/HA ONLY 6 months 18d/week (108d/mo)</td>
<td>Audio/HA ONLY 12 months 36d/week (216d/mo)</td>
</tr>
<tr>
<td>3 days = 2 days of NP 1 day of HA services</td>
<td>6 NP = Week 24 NP = Month</td>
<td>Fit 4 people = 8 HAs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECoG/YEMP = 7 VNG = 3 OAE = 2 ABR = 2 HA = N/A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 Month Production (based on 3 mo. Average)  
Audiograms = 24 Tympanograms = 24 Acoustic Reflex = 24

INSPR.  
REIMB
3 day wk (2 days w/ 3 NP/ea and f/u for HA services) 1 Day 24 NP  
1 NP 8 HA units
SCENARIO 1:
Based on 1 NP/Day
3 Days work/week
Audios/HA ONLY

<table>
<thead>
<tr>
<th>Procedure</th>
<th>Rate</th>
<th>Medicare Reimbursement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audiology Services (Medicare Rate)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 NP/day</td>
<td>$170</td>
<td>$120/npd</td>
</tr>
<tr>
<td>1 ABR</td>
<td>$42</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$552</td>
<td>$1440/npd</td>
</tr>
</tbody>
</table>

HA profit ~ $1500 average

SCENARIO 2:
Based on 1 NP DAY
3 Days work/week
Audios/HA/Other Dx

<table>
<thead>
<tr>
<th>Procedure</th>
<th>Rate</th>
<th>Medicare Reimbursement</th>
</tr>
</thead>
<tbody>
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<tr>
<td>TOTAL</td>
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<td>$1440/npd</td>
</tr>
</tbody>
</table>
Scenario 3 & 4: Current Practice Numbers
Based on 1 NP/Day; 3 Days of work/week
Audios/Dx ONLY vs Audios/HA/Other Dx

PRACTICE NUMBERS:
To SHOW what would happen based on practice’s numbers of how much they would lose if outsourced Audiology

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Scenario 3 & 4: Current Practice Numbers
Based on 1 NP/Day, 3 Days of work/week
Audios/Dx ONLY vs Audios/HA/Other Dx

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Scenario 5: BUILDING THE PRACTICE
Based on 1 NP day, 3 Days of work/week
BUILDING THE PRACTICE = 4 days/week

### Table 1: Revenue Generating Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Rate</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audiology Billed (1000/hr)</td>
<td>$0.02</td>
<td>0</td>
</tr>
<tr>
<td>Audiology Billed (100/hr)</td>
<td>$0.01</td>
<td>0</td>
</tr>
<tr>
<td>Audiology Billed (10/hr)</td>
<td>$0.005</td>
<td>0</td>
</tr>
</tbody>
</table>

### Table 2: Gross Revenue

<table>
<thead>
<tr>
<th>Revenue Category</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audiology Billed</td>
<td>$0.02</td>
</tr>
<tr>
<td>Audiology Billed</td>
<td>$0.01</td>
</tr>
<tr>
<td>Audiology Billed</td>
<td>$0.005</td>
</tr>
</tbody>
</table>

### Table 3: Annual Revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross</td>
<td>$0.02</td>
</tr>
<tr>
<td>Net</td>
<td>$0.01</td>
</tr>
</tbody>
</table>

### Table 4: Summary

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross Revenue</th>
<th>Net Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$0.02</td>
<td>$0.01</td>
</tr>
</tbody>
</table>

---

Scenario 5: BUILDING THE PRACTICE
Based on 1 NP/Day, 3 days of work/week
BUILDING THE PRACTICE = 4 days/week

### Table 5: Annual Revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross</td>
<td>$0.02</td>
</tr>
<tr>
<td>Net</td>
<td>$0.01</td>
</tr>
</tbody>
</table>

### Table 6: Summary

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross Revenue</th>
<th>Net Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$0.02</td>
<td>$0.01</td>
</tr>
</tbody>
</table>

---

Scenario 5: BUILDING THE PRACTICE
Based on 1 NP/Day, 3 days of work/week
BUILDING THE PRACTICE = 4 days/week

### Table 7: Annual Revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross</td>
<td>$0.02</td>
</tr>
<tr>
<td>Net</td>
<td>$0.01</td>
</tr>
</tbody>
</table>

### Table 8: Summary

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross Revenue</th>
<th>Net Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$0.02</td>
<td>$0.01</td>
</tr>
</tbody>
</table>

---

Scenario 5: BUILDING THE PRACTICE
Based on 1 NP/Day, 3 days of work/week
BUILDING THE PRACTICE = 4 days/week

### Table 9: Annual Revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross</td>
<td>$0.02</td>
</tr>
<tr>
<td>Net</td>
<td>$0.01</td>
</tr>
</tbody>
</table>

### Table 10: Summary

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross Revenue</th>
<th>Net Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$0.02</td>
<td>$0.01</td>
</tr>
</tbody>
</table>
Summary

- Know Your Worth
- Do Your Homework
- Walk In Confident and Prepared
  - Questions of own, answers to be obtained
  - Pivot when needed in your preferences (hopefully in your favor)
  - Have numbers and figures ready
- Be Open and Take Feedback
  - Ask for ways to improve for future negotiations (AFTER)
  - Improve at predicting how people will behave
  - Gain awareness of what you are doing and why
- Practice

Thank you!