



QUOTAPATH

Negotiation Tips

Advocate for your worth with best practices from 13 sales experts.



Introduction

First, let us start by saying that saleswomen **ARE** making progress when it comes to pay equity and representation in the industry.

For instance, studies across the US Bureau of Labor Statistics, Pew Research Center, and Catalyst indicate a growing number of women in sales leadership roles, an increased focus on gender pay equity within organizations, and more progressive policies that promote flexibility and upskilling.

We can also turn to organizations like Women in Sales, which consistently support and empower saleswomen through curated free resources, professional events, and a community for women to engage, learn, and build their networks.

While significant room for improvement remains, these positive trends signal a shift towards greater gender equality in the sales profession.

But we'd be naive to ignore the ongoing challenges.

The gender pay gap, unconscious bias, and unequal opportunities for advancement continue to hinder women's progress. Plus, 2023 data showed that women are more likely to negotiate their salaries than men, yet men still earn more compensation.

This disparity underscores the critical need for women to **master the art of negotiation**.

To bridge this gap, we've assembled a team of women leaders, including Founders, CROs, Coaches, and Reps, to share their insights and strategies.

In the following pages, discover **actionable tips** and **advice** from seasoned sales professionals, leaders, and career coaches on navigating salary negotiations and confidently securing the compensation you deserve.

All of our leaders come from sales backgrounds, but their sage advice and insights can benefit individuals from any industry or specialization.

Maybe even start each work day by reading a few quotes inside to feel inspired and remember your worth.

Happy Reading. Happy Negotiating!

Salary Negotiation Tips



TIP #1

“Review your company promotion path info for what it takes to achieve the next increase or ask what it takes if this isn't thought out yet. Then research externally to know industry standards for your role, company stage, etc. Now prepare to discuss how you've accomplished this skillset and your impact, have a dance party, and then go ask for it!

(The dance party is key.)”

Lindsay Rios | Fractional VP of Sales



TIP #2

“You've got to advocate for yourself! Don't just highlight your performance or quota attainment – showcase the revenue impact that you're driving at the org.

Money talks.”

Amanda Long | Sales Trainer & Coach



TIP #3

“When negotiating a pay increase, clearly present your accomplishments and the value you've added to the company with specific examples. Be confident, back your request with industry standards, and show your passion for contributing even more in the future.

Remember, you're your best advocate.”

Rachel Macauley | Enterprise Account Executive



TIP #4

“Clearly articulate your achievements and their impact on the organization, highlighting your unique brand and value proposition. Approach the discussion with factual evidence and objective reasoning and, most importantly, avoid any emotional elements.”

Allison Ash | Account Development Manager

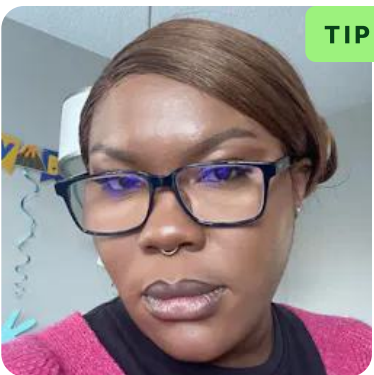


TIP #5

“Show up to the conversation armed with a few external data sources. It could be as simple as job postings for similar roles showing higher ranges than you're making today, but bring examples.”

There is a ton of research that validates the fact that changing jobs is the fastest way to grow your OTE, and smart companies know how expensive replacing great talent is and will do what they can to keep their top players!”

Catie Ivey | Chief Revenue Officer



TIP #6

“Negotiating a pay increase involves deciding if the decision-makers are collaborative or combative. If they're collaborative, the best way to approach them is to ask for more responsibility to make more impact and to request if they'll be your 'ally' in this.”

If it's combative, you will need to show market research and explain your accomplishments in value brought to your organization (quota-based and culture).”

Ahunna Nwaogwugwu | Outbound Growth Lead



TIP #7

“Do not be afraid to ask for what you deserve. Do not be afraid to use market data combined with your impact and how that benefits the firm!”

Sarah Azzon | Co-Founder



TIP #8

“The rate at which you enter an organization sets the tone for your earning potential throughout your time with the company. Do your research on the market and the job salary range, and own the value you bring. Do not be afraid of advocating for yourself – If you don’t, often no one else will.”

Meg Peterson | Chief Executive Officer



TIP #9

“When it comes to asking for more money, sometimes the person who needs convincing is you. Take a deep breath, and remember you deserve every dollar.”

Heather Foidart | Career Coach



TIP #10

“Prepare, prepare, prepare!”

When negotiating a pay increase, do your homework. Be able to articulate the value of what you bring and what the market is paying.”

Aimee Carlotto | Senior Account Executive



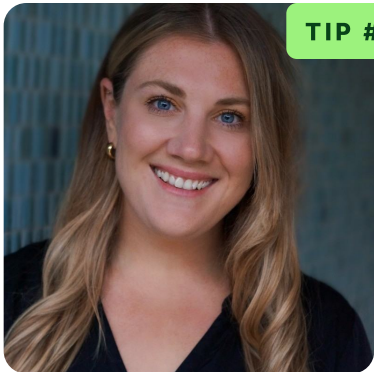
TIP #11

“Let your results speak first.

Explain why you’re asking for a raise and make it personal—it is, after all, personal.

Share the metrics you aim to achieve next quarter, whether or not you get the raise. Prepare by gathering data, documenting your achievements, and getting feedback from coworkers. Clearly share the reasons behind your request. Avoid begging, but don’t brag either.”

Cristina Mallqui | Founding Member



TIP #12

“The key to negotiating a pay rise starts when you first start your role. Work closely with your direct manager on expectations and requirements, how to go above and beyond, and create a shared document with your progress and results.”

Helena King | GTM Sales Strategist



TIP #13

“Do not let market forces dictate when you ask.

Do not make a case of why now is not a good time and not ask.

The worst that will happen is ‘not right now,’ and you’ll be able to do what you need to now so that when budgets free up, you’ll be fully ready to slide right into that pay bump or promotion”.

Gretchen DeKnikker | Founder & Career Coach

The path to pay equity for women in sales is paved with knowledge, confidence, and strategic negotiation.

Remember:

- **Know Your Worth:** Thoroughly research industry standards and your own accomplishments. Quantify your impact and be prepared to articulate your value proposition confidently.
- **Advocate for Yourself:** Don't underestimate the power of self-advocacy. Approach salary negotiations with assertiveness and a clear understanding of your market value.
- **Leverage Data and Research:** Back up your claims with data and industry benchmarks. This strengthens your negotiation position and demonstrates your professionalism.
- **Build a Support Network:** Connect with mentors, coaches, or peers who can offer guidance and support throughout your career journey.
- **Confidence is Key.** Believe in your abilities and worth. Approach salary negotiations with a positive mindset and a clear understanding of your goals.

Negotiating for a competitive salary is not just about securing a higher paycheck; it's about achieving equity and valuing your contributions.

By following these expert insights, you can empower yourself to confidently advocate for your worth and drive positive change in the industry.

Get that money, ladies!

About Women in Sales

Women in Sales is a professional community of women and allies focused on elevating, empowering, and promoting women within the sales profession.

"We believe it's important to provide a community where women can openly discuss and strategize negotiating," said CEO Alexine Mudawar. "The more we discuss pay, the sooner we can reach pay equity across the board in sales."

About QuotaPath

QuotaPath, the most adaptive commission software in the market, values pay transparency and equity for sales professionals, especially women, who are often underrepresented in leadership roles and face unique compensation challenges.

"At QuotaPath, we believe in empowering sales professionals to reach their full potential. By providing transparent, accurate, and equitable compensation, we're committed to breaking down barriers and creating a level playing field," said QuotaPath CEO and Co-Founder AJ Bruno.

We're a proud partner of Women in Sales to drive positive change in the sales industry."