

Talking Shop 101:

Tips on Asking for a Raise



1. Evaluate your performance.

Put your ego aside for a minute, and take a long, hard look in the mirror. Does your performance truly warrant the raise you're asking for?

Raises are typically given when someone has consistently demonstrated their willingness and ability to go above and beyond, even if it means taking on additional responsibilities outside of their defined role.

If this sounds like your work ethic, you're on the right track.

But if not, consider holding off for a while and revisiting the conversation down the road.

2. Timing matters.

When you approach your boss about a raise, timing is everything.

Research the health of your company and consider whether a raise is a realistic request based on the future outlook of the company. You may be hitting it out of the park on a daily basis, but if the company isn't doing well, it's probably not the right time to ask for more money.

Another situation you'll want to avoid is approaching a new boss with this conversation right off the bat.

Instead, **establish a solid relationship with your new manager** and help them to understand both your value firsthand and why you deserve a raise.



3. Be prepared to state your case.

Even though you might know that you deserve a raise, that doesn't mean your boss does.

There's a good chance you aren't the only person reporting to them, which means they're likely already juggling additional assignments and responsibilities. Sure, they may recognize your hard work from time to time, but this doesn't necessarily translate into believing you deserve a raise.

To help make your case, **gather a few examples that demonstrate why your performance is worthy of this raise.** These could be the impressive statistics from a campaign you led or praise you received from a satisfied client.

The key here is showing the value you bring to the company.

4. Speak with confidence.

It may seem like common sense, but communicating with confidence is a vital part of this difficult conversation.

Spend some time practicing your talking points beforehand, and remember to make eye contact during your meeting.

Consider bringing a notecard-sized cheat sheet of value points you know you want to mention with you to your meeting.

Now, all you have to do is ask!



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