MASTERING THE ART OF THE ASK:

Cracking The Code On Asking For Your Worth- In Business & Life

Led by Nancy Fox,
Career & Business Architect

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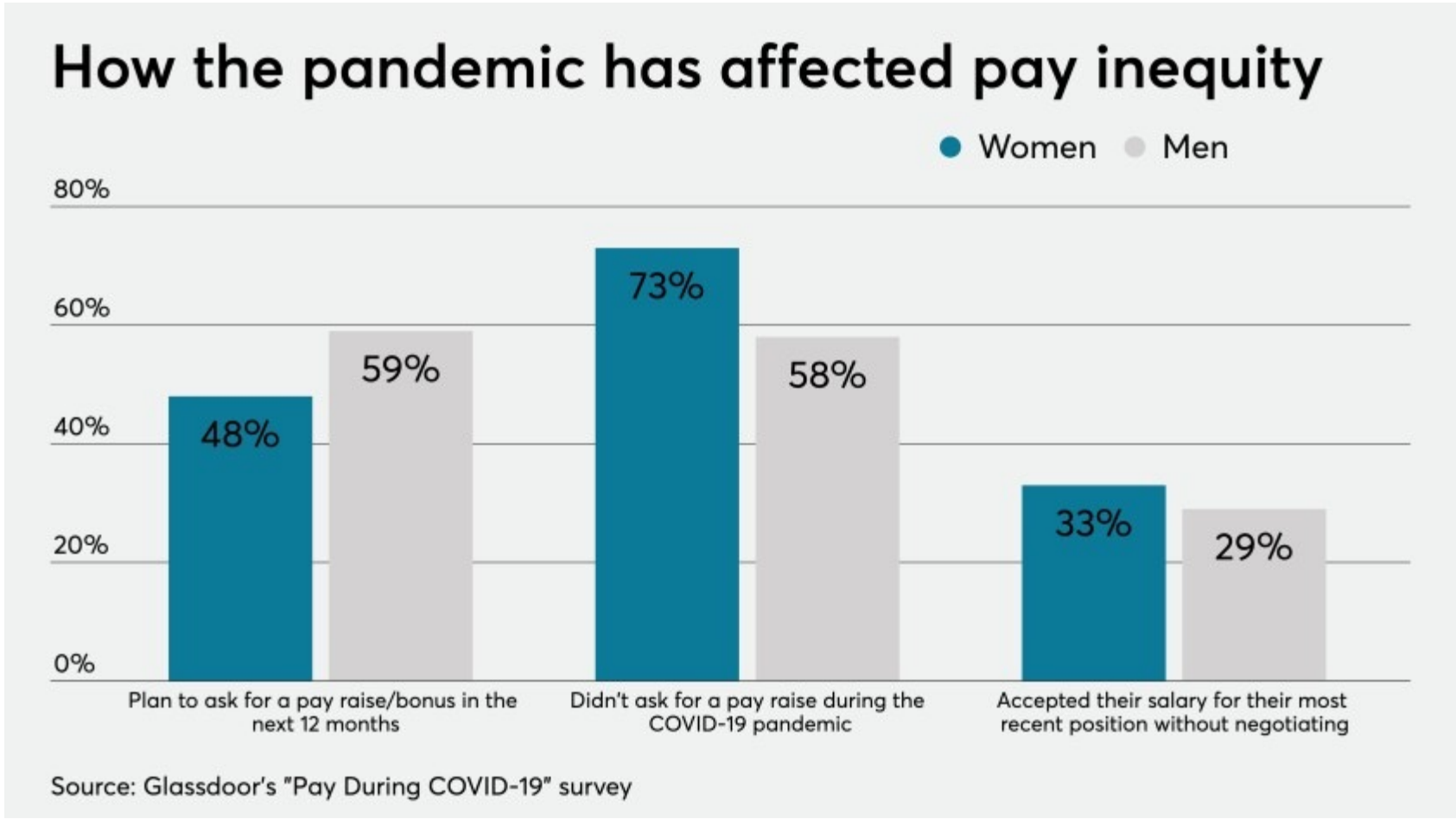
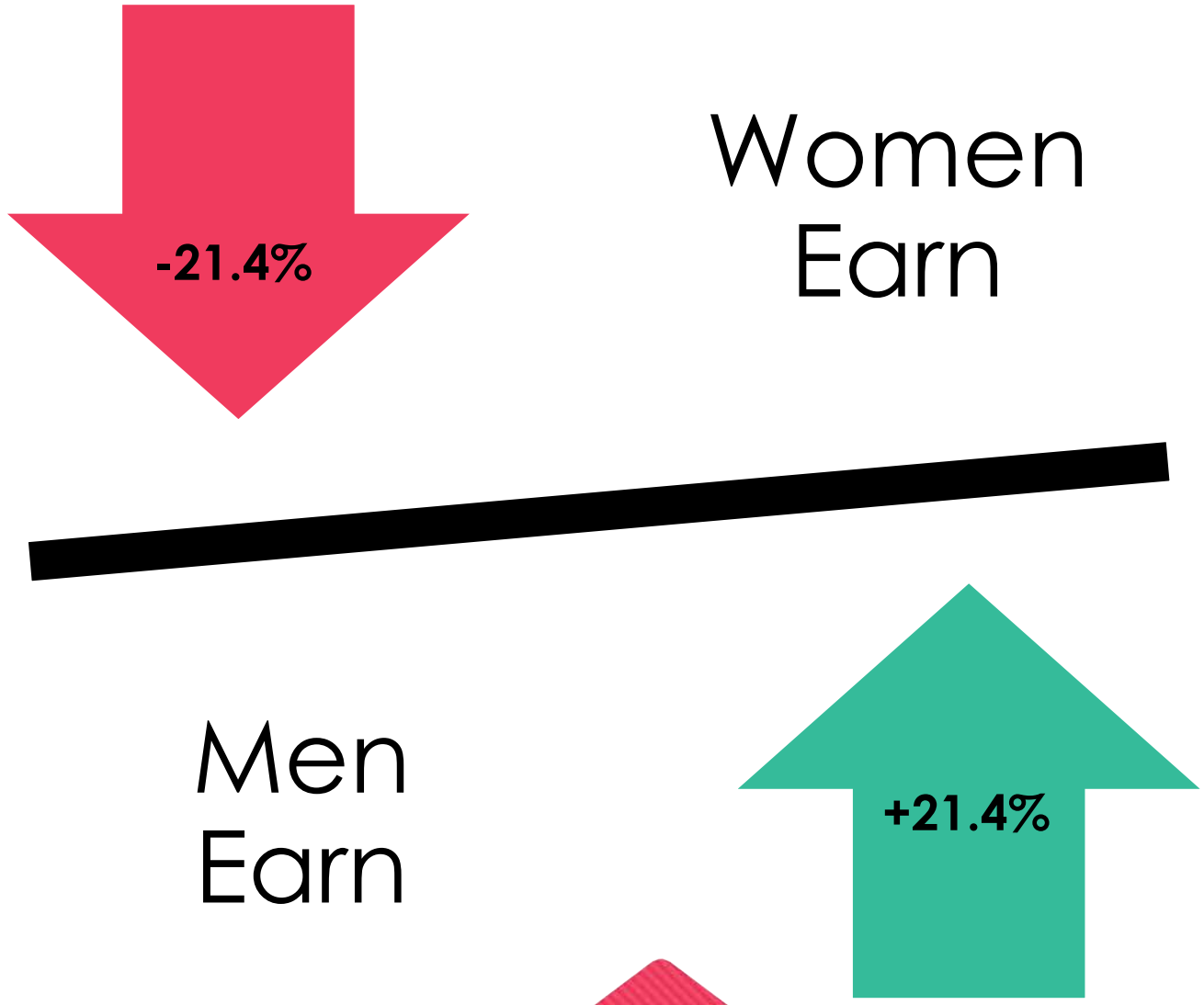
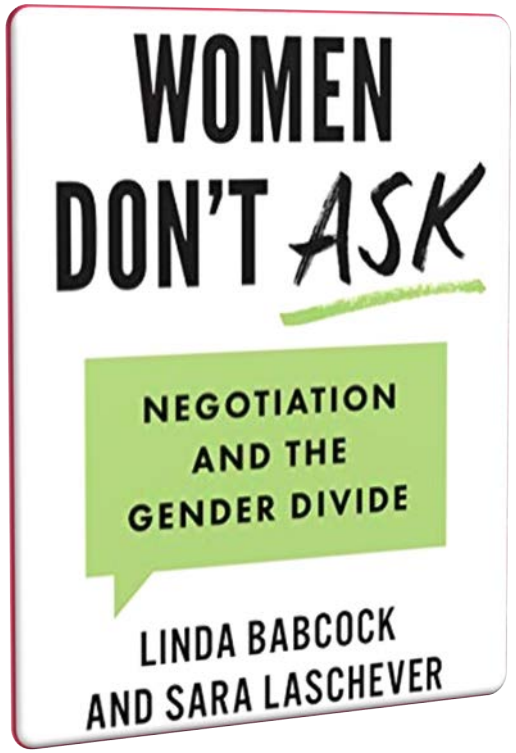

How the pandemic has affected pay inequity
Women
Men
80%
60%
40%
20%
0%
48%
59%
73%
58%
33%
29%
Plan to ask for a pay raise/bonus in the next 12 months
Didn't ask for a pay raise during the COVID-19 pandemic
Accepted their salary for their most recent position without negotiating
Source: Glassdoor's "Pay During COVID-19" survey


-21.4%
Women
Earn
Men
Earn
+21.4%

- In 2018, **68 percent of men and 45 percent of women negotiated** for salary increases.

- About 37% of men and 36% of women say they've asked for one, with **82% of men receiving the raise they asked for, compared to 74% of women.**



Women Still Don't Ask

- for more money
- for assistance
- for recognition
- for higher fees
- for what they really want

WHAT WE'LL BE COVERING TODAY

Why women tend not to ask for themselves…

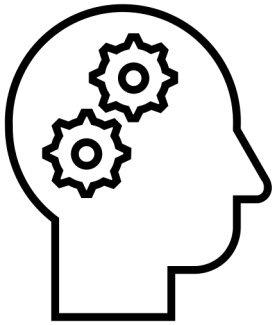
5 essential components to successfully ask for anything you want…

And get it.

- Former corporate executive
- VP under the age of 40 in a male-dominated industry
- Negotiated hundreds of training and coaching contracts
- Coached hundreds of clients in expanding their businesses and advancing in their careers.
- Author, Network Like A Fox (Barbara Corcoran recommended)
- Keynote speaker
- Founder, Leap Forward Women's Initiative

The Inner Game Of Asking

Humans are dictated by emotions.



They act based on emotions justified by intellect.

The 3 Predominant Feelings Causing Women Not To Ask:

- ✓Fear
- ✓Shame
- ✓Guilt

Judith:
The high cost of not asking
Leap Forward Women
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The 5 Essential Components of Mastering The Art Of The Ask

1

Knowing what you truly want…

And why it’s important to you.

Why do so few women know what they really want?

Greedy

Who do you think you are?

Don't shine too brightly (Don't be boastful, big-headed)

You're too ambitious, aggressive, pushy

You're not enough

Failure is not an option

Why do so few women know what they really want?

Women stop themselves from knowing what they truly want before they even get started.

They hold themselves back from their dreams.

Women do not allow themselves to freely want what they want.

Ask Yourself Honestly

What would you allow yourself to want...

...If you knew you couldn't fail?

...If no one had an opinion or a comment about you and what you want?

If you are not present to
what you truly want...

The odds are
you won't ever get it.

This is called
feeling resigned.

The Good News:

This is not who you are...

It's just what you are doing.

And you can choose to see and do things differently.

Rochelle

She mastered Component #1 Knowing What You Want

Manifested the apartment of her dreams

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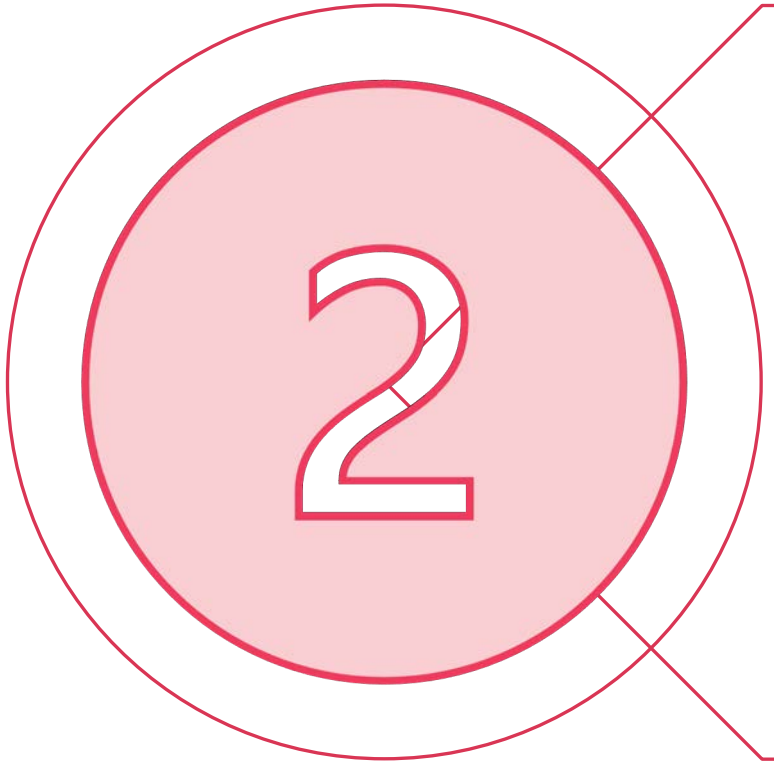


Knowing

who,

what,

when,

and how to ask.

The WWWH Approach:

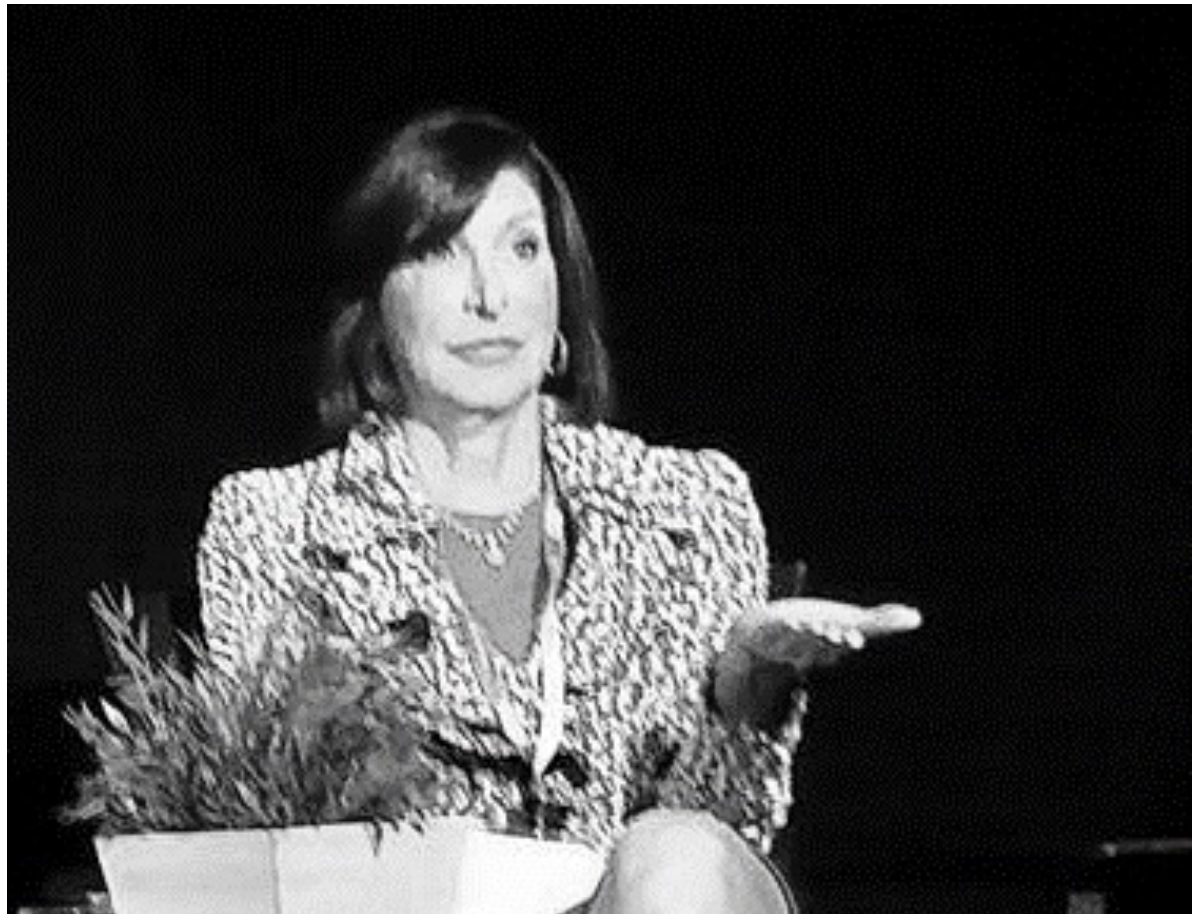
WHO, WHAT, WHEN, HOW?

- Ask the person who has the true influence or authority.
- Ask only for what you really want… avoid getting into the weeds of the unimportant.
- Ask when there is openness.
- Ask after you have created openness.
- The way you ask is decisive.

The Secret Sauce: Prepping For Asking

- ✓ Put yourself in the other person's shoes.
- ✓ What's in it for the other person?
- ✓ What would make it a win for the other person to give you what you want?
- ✓ What words, communication style will draw the other person in, what will repel?
- ✓ Ask with certainty, confidence.

- Identified the real decision maker.
- Persisted until I identified what was really wanted.
- Met with the ultimate decision maker.
- Established there was a very high degree of openness.
- Got very clear what the win was for the firm and the leader.
- Asked my client to “godfather” me through the negotiations.
- Landed a 5-year high-paying firm client ★★★



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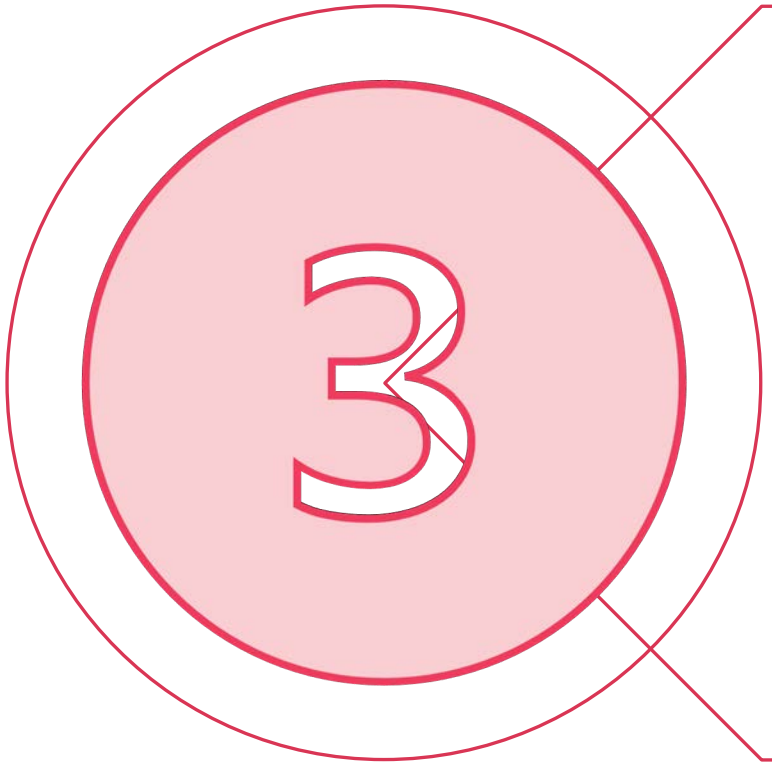


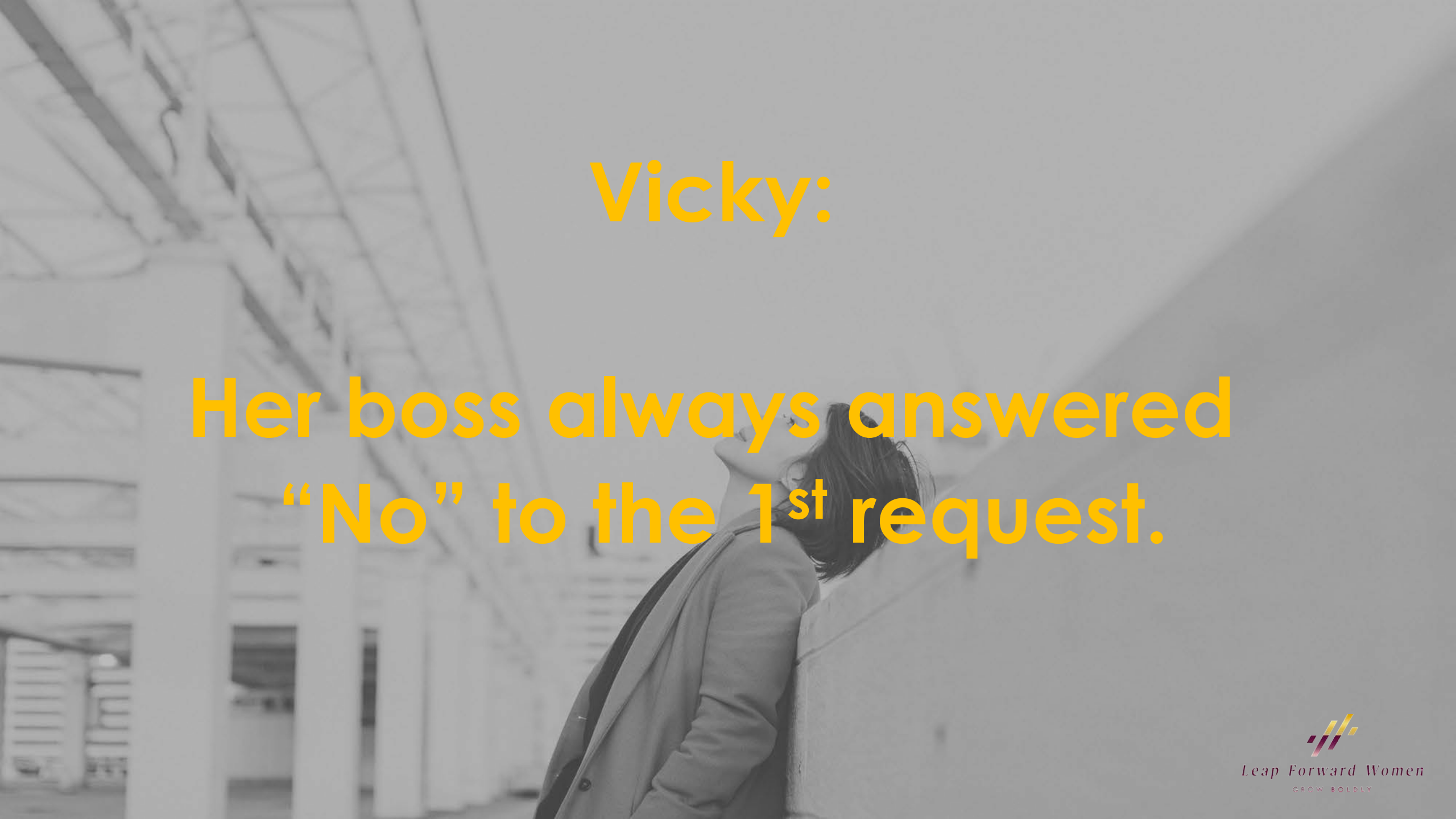
Letting go of the fear of hearing “no”.

#1 Reason

#1 reason women don't ask is...

Not the fear of hearing no...

It's the fear of how to respond if they hear no.


Vicky:
Her boss always answered
“No” to the 1st request.
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No is not the end of The Ask Conversation.

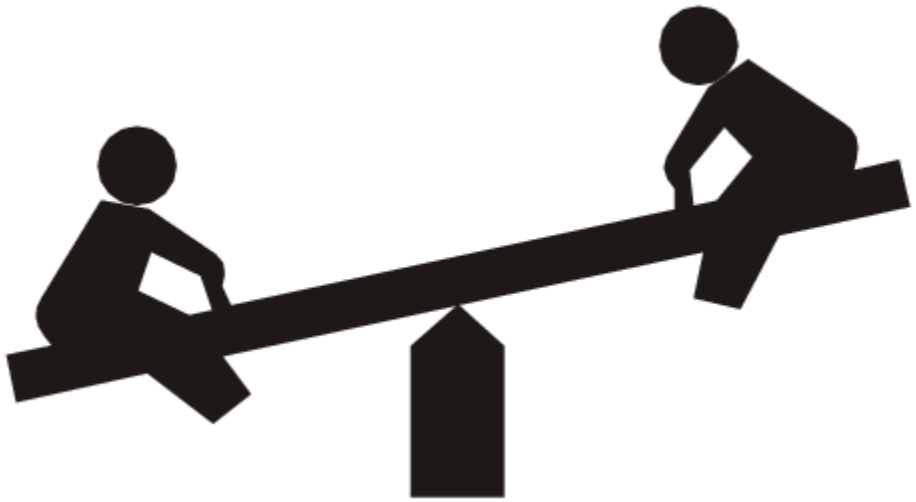
It's the beginning.

4

The Psychology Of Leverage:

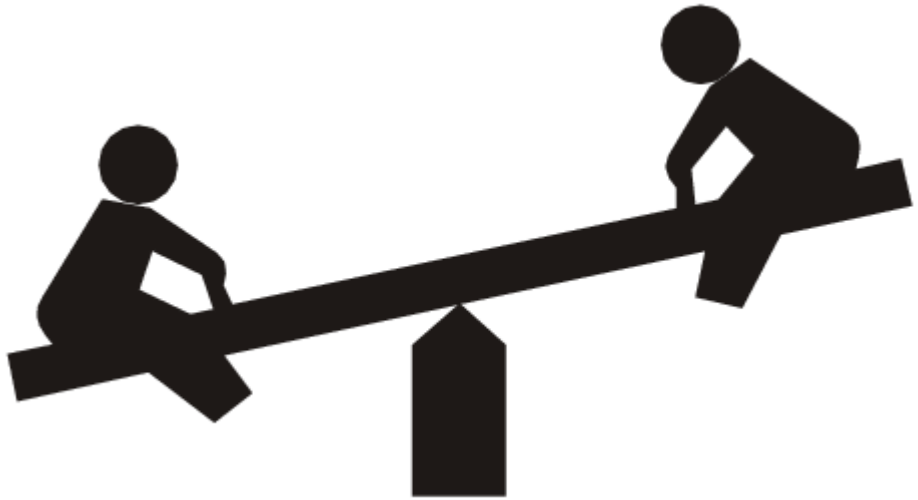
Understand the psychology of the decision maker.

What's your leverage?

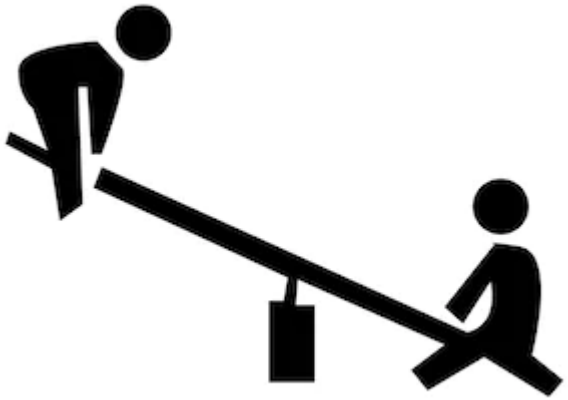


What's their leverage?

Too many women see the other person as having all the leverage.

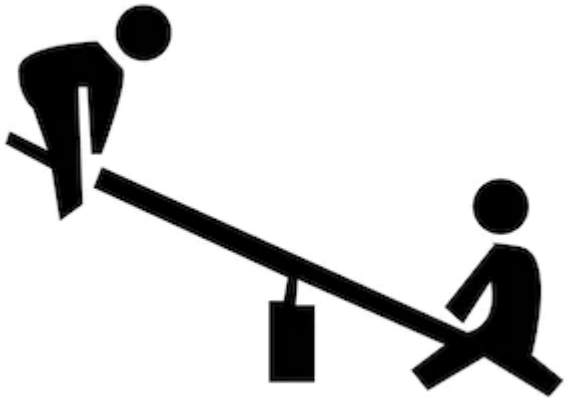


Flip Your Leverage Story



- Where's their pain?
- What do they want vs. need
- What are they willing to give to alleviate the pain?
- What happiness will it bring them to agree?

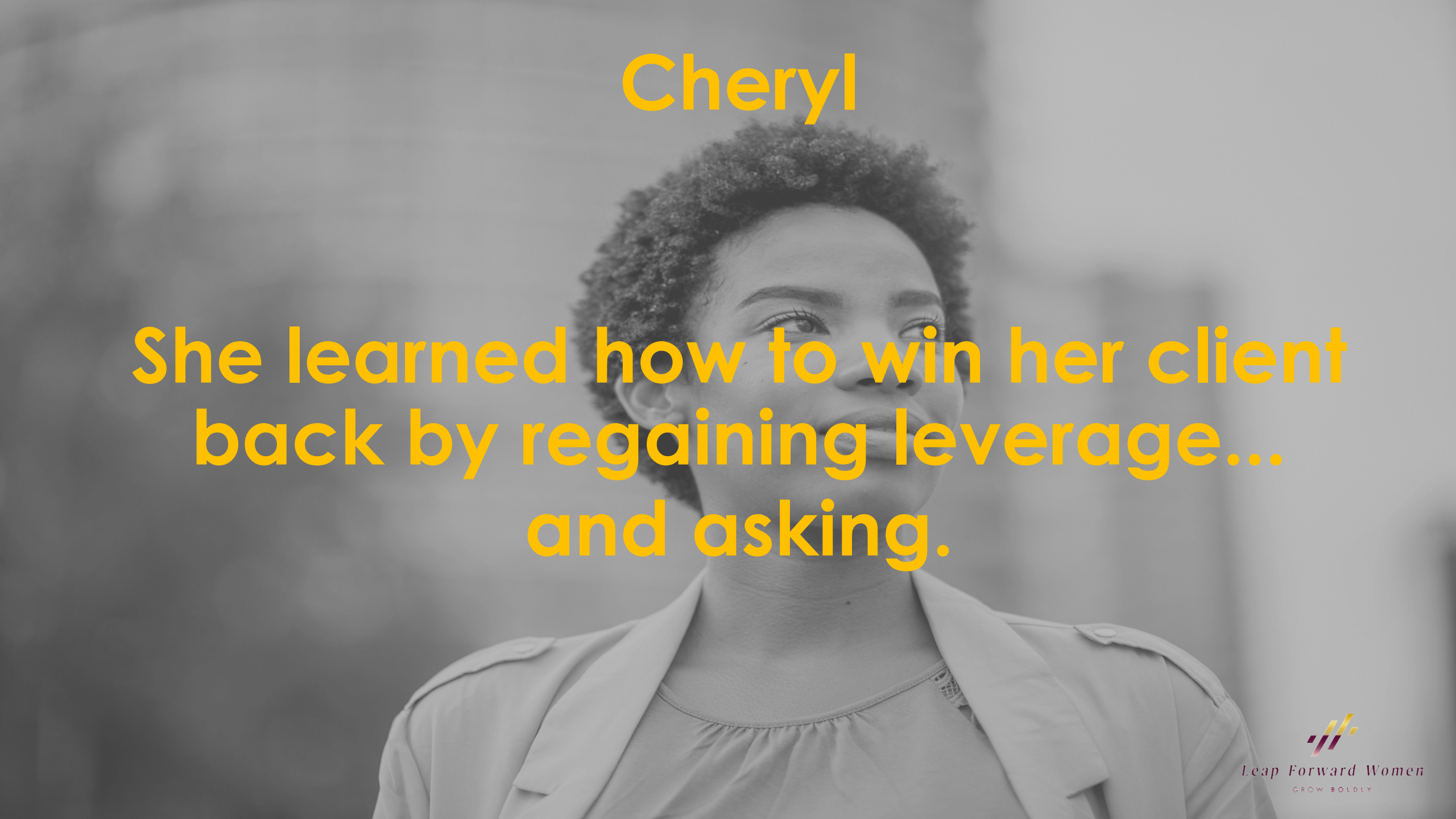
Ask Great Questions vs. Convince



- How will it feel for you if you…?
- In what ways could this help if…?
- How can I support you in (your goal of…)?
- What if we…?
- How can we…?

- I know how important X is to you…
- Here's another consideration…

- Questions bring defenses down. Convincing makes defenses go up.


Cheryl
She learned how to win her client back by regaining leverage... and asking.
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Decide your walk-away point.

Trust Your Intuition

When there is a bad energetic fit,
no amount of asking or negotiating will make
a difference.

Trust your inner knowing,
but do not let fear be your counselor.

Everyone “has a number.”

In any situation or negotiation,
each participant has a “walk away point”
in their mind.

Always identify your “walk away point”.

Setting walk-away parameters, when based on your values and self-worth, **empowers you**.

Not having walk-away parameters **empowers them.**

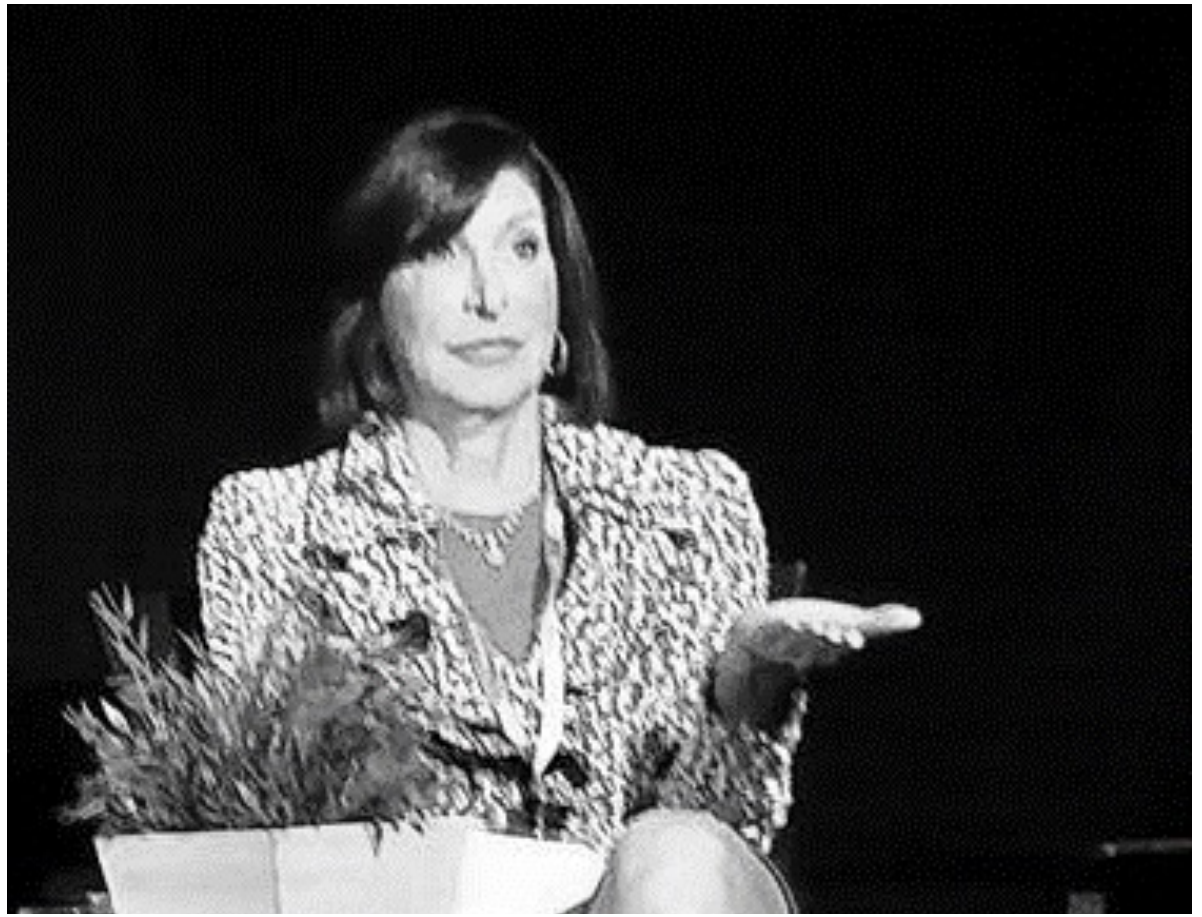
5 years later, new management no longer matched my values.

The beloved client now became a drain.

I asked for changes.

I negotiated … hard.

I walked away.



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Summary:
The 5 Components For Mastering The Art Of The Ask

1. Know what you truly want and why.
2. Know **who, what, when**, and **how** to ask.
3. Let go of the fear of hearing no.
4. Use the Psychology of Leverage.
5. Know your walk-away point and stick to it.

Remember…

We train people
how to treat us.

Bonus Cheat Sheet:

Power Leaks vs. Power Builders

1. Words to avoid at all costs: Try, hopefully, I think, I just, like.
2. Body language.
3. Eye contact.
4. Voice tone.
5. Yes, but.
6. Apologizing.

1. Confident posture.
2. Smile.
3. Eye contact.
4. I've a question, I'd like to ask a question, tell me… vs. Can I ask you a question?
5. Say "Yes, I can." Say "No" when you are in danger of over-fixing, being a pleaser.
6. Here's what this will require vs. I need.

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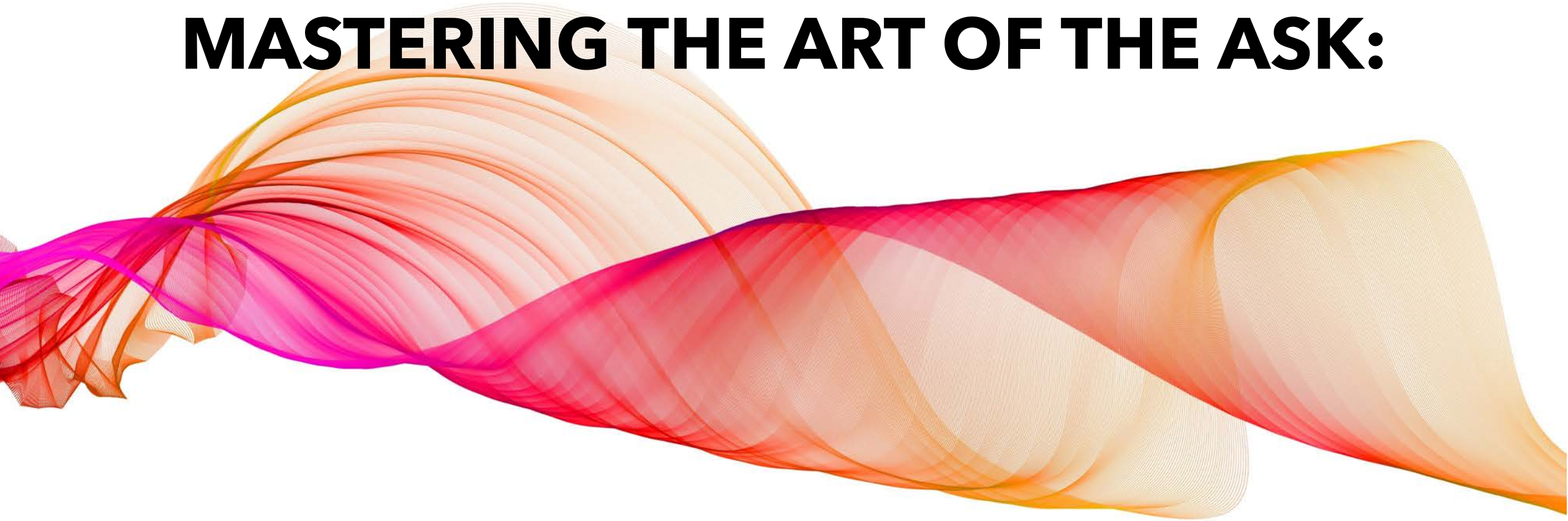

Q & A