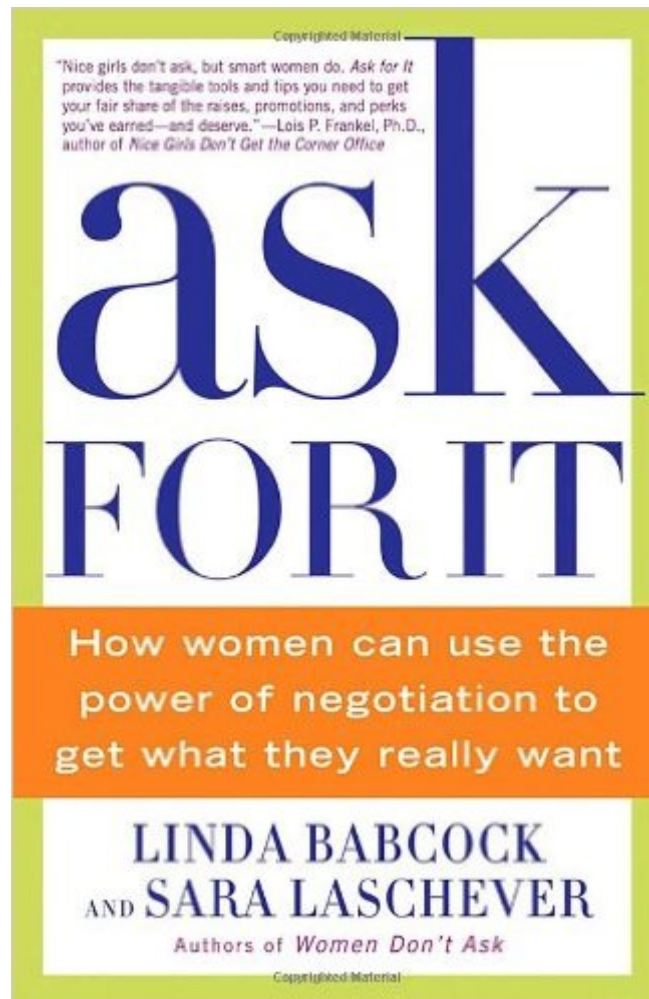


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# Ask For It: How Women Can Use The Power Of Negotiation To Get What They Really Want



## Synopsis

From the authors of *Women Don't Ask*, the groundbreaking book that revealed just how much women lose when they avoid negotiation, here is the action plan that women all over the country requested—a guide to negotiating anything effectively using strategies that feel comfortable to you as a woman. Whether it's a raise, that overdue promotion, an exciting new assignment, or even extra help around the house, this four-phase program, backed by years of research and practical success, will show you how to recognize how much more you really deserve, maximize your bargaining power, develop the best strategy for your situation, and manage the reactions and emotions that may arise—on both sides. Guided step-by-step, you'll learn how to draw on your special strengths to reach agreements that benefit everyone involved. This collaborative, problem-solving approach will propel you to new places both professionally and personally—and open doors you thought were closed.

## Book Information

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## Customer Reviews

Women don't ask. That was the premise -- and the title -- of a book published in 2003 by Linda Babcock, James M. Walton Professor of Economics at Carnegie Mellon University's H. John Heinz III School of Public Policy and Management, and successful writer and editor Sara Laschever. "Women Don't Ask: The High Cost of Avoiding Negotiation--and Positive Strategies for Change" explored the uncomfortable truths about gender and negotiation and exposed the obstacles that keep women from negotiating effectively for themselves. While men seem to have no trouble negotiating and asking for what they need, women hesitate or fail to ask at all. Social

conditioning and cultural expectations are among the causes of these gendered differences. Tragically these differences produce well-documented economic costs for women, haunting them over the course of a lifetime. For example, according to the "Women Don't Ask" web site, "By not negotiating a first salary, an individual stands to lose more than \$500,000 by age 60 -- and men are more than four times as likely as women to negotiate a first salary." This book touched a raw nerve for the many women who read it; indeed, so overwhelming was the response to "Women Don't Ask" that Babcock and Laschever went to work on a sequel.

This book is an excellent read, with helpful tips illustrated by lots of stories and studies. It is aimed primarily at women, but any person who wants to learn to negotiate better, in work or other parts of life, could benefit from it. It's especially good for people who don't know how to negotiate, or who think they shouldn't/don't need to ask for things. I love the section where the authors provide concrete exercises to help the reader go from non-negotiator to someone who is confident and practiced at asking for (and getting) things. I took detailed notes from the book to refer to in the future. Here are a few examples of tips from the book that apply to everyone:

- \* Never ask if something is negotiable. It implies you're okay with it if not. Always assume yes.
- \* Ask for what you want when your bargaining power is high -- e.g., due to recent personal successes, or after a bunch of people leave the company and they're in a tight spot if they lose you.
- \* Each side can end up benefiting more by working collaboratively. Negotiation is often not zero-sum. You may think outside the original set of options to find something that meets everyone's needs better by discussing needs in detail and brainstorming. This is explored in a lot more detail in the book, and is one of the most valuable chapters.
- \* Whether or not to make the first offer depends on how much information you have. If you know the other side's bottom line but they don't know yours, go first. Set the anchor at a beneficial place to you. But if you have no idea what they'll pay, try to let them start the negotiation.

After "Women Don't Ask," we knew that, as women, we are trained to fear and avoid negotiation - and that the personal cost of that training runs into the hundreds of thousands of dollars over a lifetime (not to mention deep unhappiness and the waste of human potential). But everyone who read "Women Don't Ask" came back with the same question: How do I learn to negotiate? "Ask for It" is the practical answer to that question. The authors give step-by-step instructions on how to learn to ask for (and get) what you want. The first step is to figure out what it is you want in life, above and beyond what you think you will be allowed to have. It's a surprisingly hard task when you've been trained to think about and fill other people's wants - try it! The program progresses by

baby steps from there, negotiating for very minor unimportant things up to asking for things you are sure you can't get. As you progress, you'll learn by experience that you can get more than you think, and that people generally react much more positively to asking than you expect. Asking works, asking is safe, asking will make your life better. One of the things I loved about "Women Don't Ask" was the inclusion of many studies conducted by social scientists on women and negotiation. "Ask for It" continues this trend, but also adds many personal stories about women negotiating. The stories aren't intended as scientific evidence but as examples and role models to help illustrate the authors' points. I found the concrete examples to be very helpful in showing just how much you can ask for and get. Some of the solutions are truly creative - I never imagined that an employer would be so flexible!

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