

# Applying for a Job Or Promotion?

## Free Online Salary Negotiation Training

**AAUW Work Smart is free online** for anyone looking to learn how to negotiate a salary increase or promotion. Share with everyone you know!

**Work Smart** is designed to show you

- How to identify and articulate your personal value
- How to develop an arsenal of persuasive responses and other negotiation strategies, including how to get a raise or promotion
- How to conduct objective market research to benchmark a target salary and benefits
- About the wage gap, including its long-term consequences

**Why is negotiation so important?** AAUW's research on the gender pay gap shows that, one year out of college, women are already paid significantly less than men. Women who work full time take home 80 cents for every dollar a full-time male worker is paid. And over a lifetime, those lost potential earnings add up.

Women who negotiate increase their potential to earn higher salaries and better benefits packages. By negotiating fair and equitable salaries, you'll be better able to pay off loans, buy the things you want and need, and even save for retirement.

The Work Smart program has already trained more than 30,000 women, and nearly all participants report increased knowledge, skills, and confidence in negotiating.

<https://salary.aauw.org/%20work-smart/>



