

Negotiation Simulation by Mark Lefkowitz employee NOHS

You have just graduated with a degree in AUDIO engineering and computer science. Congratulations you are a super star! To celebrate your completion of school you bought your own car! You and your BFF friends rent a cool apartment downtown., life in the fast lane! The payments for your school loan begins (OOPS a liability Not Fun). OMG, You need a job and now!

Time for a reality check and create a budget. Don't forget the fun time. Catching a movie, out to eat, going to a Coachella concert, & the beach. Moreover, there are necessities: updating that 5-year-old I-Pad. (Credit Card debt going up) the gas tank is empty too. THERE IS A SOLUTION... "Get a good paying job, EARN, and grow!

A friend recommends you apply for a job at a company called "The Third Ear" as they are looking for a new product engineer. He recommends that you present a solid case.

PRIME (highlight) your vast knowledge and expertise in technology,. Include your huge social media following (tik tok, facebook, Instagram) your other talents... website design, logo and graphic arts design, coding, and app development. YOU are an immense asset beyond others!

Moreover, your university degree is in audio engineering. You have designed an incredible hearing aid! It looks like the normal wireless earbuds that everyone is wearing. It is NOT your outdated senior citizen style clumsy ugly flesh colored hearing aid. No No No!

Firstly, your new design is different, and the "realm of the cool" of social convention! Everyone desires your incredible product. Totally wireless and comes in hot colors such as splashy mandarin orange, fuchsia pink, glowing green, **Secondly**, it charges wirelessly in minutes, **Thirdly**, multi-channel stereo with sub woofers hence, the best sounding ear buds on the planet.

SECRET ,SECRET, SECRET, you have a secret!! You have a patent issued by the USA trademark and patent office for your brilliant hearing aid earbud. Now it's time to put the patent to work and monetize your AWESOME INVENTION.

The powerful app you built works on any smartphone. It even transcribes messages! It cancels ALL background noise! This sets you apart from every other applicant BECAUSE OF YOUR PATENT and understanding of Leverage/compounding. Your IP...intellectual property is worth a lot)

Think big... Apple and Samsung might want you and convince you to go with them. Time is of the essence as you hold the key to giving any manufacturer a real boost in sales, cash flow, and huge profits for sure!

Moreover, you have integrated a streaming music and audio book service license for continual and additional revenues that is sure to make extra money on top of everything else. Any company should pay you **GINORMOUS** money and bonus benefits!!! **OMG YOU ARE A GENIUS!**

Starting salary for a beginning engineer is important and can vary wildly. Other factors and decision-making considerations might be moving expenses, vacation time and other incentives like health insurance, 401k retirement, profit sharing etc.

You are a LOCK for this job! They just don't know it! You will have to sell yourself.

You are also a tremendous asset to any company with huge leverage potential. No other applicant will have this advantage. (Or even come close)

Some employer executives are still living in the dinosaur world and have not figured out the power of the millennial, Gen Z and Gen X economy. The new consumer is everyone including older people who want a listening experience that is unbelievable.

You have the solution for the employer. **You can teach an old dog a new trick.** Present from you caring emotional side. Show them the way! (use diplomacy here as you present your case, because they are stuck in a previous time zone)

Are you persuasive? Do you have authority, social proof, and power of influence in your voice? Let's see how your interview goes and if you can shake up this employer who is counting pennies and missing thousands.

Present an argument for **their** success too. Let them know you are a diamond in the rough and the one with dynamic value beyond compare. Don't cave/settle for less than your value. And remember the value of your patent and should you show it?

Begin the interview/ negotiation.