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Author and board director Shellye Archambeau shares her most pivotal negotiation: Advocating for herself as she made the transition from president of Blockbuster.com to CMO and EVP of Sales at NorthPoint Communications. If they had said no to her requests, she tells host and Stanford professor Tina Seelig, she wouldn't have lost anything. But getting that "yes" energized her career.



Transcript

- Here I am in Dallas, Texas, I'm at Blockbuster 00:00:05,870 and I'm trying to get to Silicon Valley.. So, I have an opportunity, for the chief marketing officer role at a company called North Point.. North Point was back when you did high speed internet one of the first DSL lines, et cetera.. So, they wanted, sorry not chief marketer officer, they wanted EVPS sales.. So, they wanted EVPS sales, and I was like okay, right, this I can do, companies exciting, the whole bit benchmark capital.. Lots of good people, in terms of rounded, but I asked them, what, how are you going to measure success, and I'm talking to the CEO, how are you going to measure success at this role? And what she said was, it was a she, she said, "I want growth" right, so grow revenue grow lines, et cetera, "and we need to improve our cost of sale, we need to get more efficient".. I said, "Okay, if that's what you want to do, then I have to have marketing as well".. And she goes, "Well we already have marketing people".. And I said "I understand that, but if you want, not just growth, but you also want to optimize the cost of sale, marketing plays a key role in that and I need to have both".. Well, they gave me both, so I became the EVPS of sales and the chief marketing officer, but it didn't stop there, cause then I said, "Okay", they came back to me and said, "Great you now have the roles, here's the comp, here's this, right"..

And I said, "yes, I just need one more thing".. "You need me to be successful quickly, cause the market is moving so fast.. The best way I can do that, is I need to bring my assistant with me, because she absolutely enables me to optimize my work, my self, and my schedule, et cetera, right.. So, bottom line is, not only did they move me and my family and give me a job twice as broad as they initially planned, but they moved my assistant and her family from Texas to Silicon Valley.. - Fabulous, well, 00:01:51,003 I think a really interesting lesson in there is A, you are really clear about what you do want, like actually real life, like being very thoughtful before hand, and B, being willing to ask for it.. - Right.. 00:02:01,380 - Right, I mean they, they might have said no 00:02:04,870 and it might have been a not yet situation, but you, you, if you didn't ask, you were never gonna know whether that was possible.. - Exactly right, and that's what I tell people.. 00:02:15,070 If you aren't getting "No's", you aren't asking for enough, so it's okay to get a "No".. If they have told me, "No", well, that would have been no different than if I never asked them in the first place...