



Job Offer Evaluation & Negotiation Toolkit for Kenyan Professionals

Empowering Kenyan professionals to evaluate, compare, and negotiate job offers for maximum salary, benefits, and career growth.

Section 1: Job Offer Evaluation Checklist

Use this checklist to assess every offer objectively. Score each item 1–5 (1 = poor, 5 = excellent).

Factor	Key Questions	Score (1–5)	Notes
Salary	Is it competitive for your role and experience in Kenya? Does it meet your financial needs?		
Benefits	Health insurance, pension, leave, allowances, bonuses—are they satisfactory?		
Career Growth	Does the role align with your long-term career goals? Opportunities for promotion, mentorship, or skill development?		
Company Culture	Do the company’s values, work environment, and management style suit you?		
Work-Life Balance	Are the working hours, flexibility, and commute manageable?		
Job Stability	Is the company financially stable? How is its growth trajectory?		
Team & Management	Are you excited about working with the team and reporting manager?		
Location & Flexibility	Is the office location convenient? Are remote/hybrid options available?		

 **Tip:** Total your scores to compare multiple offers. The higher the score, the better the fit.

Section 2: Step-by-Step Job Offer Evaluation Guide

01

Gather All Details

Obtain salary, benefits, job description, probation period, and contract terms in writing.

02

Research Market Rates

Use platforms like LinkedIn Salary, Glassdoor, PayScale, or local industry reports specific to Kenya.

03

Compare Objectively

Utilize the evaluation checklist from Section 1 to compare multiple offers systematically.

04

Identify Priorities

Clearly define your deal-breakers and must-haves, such as salary, growth opportunities, or company culture.

05

Rank by Overall Value

Consider both financial and non-financial factors to rank offers according to your overall career goals.

Section 3: Negotiation Preparation

Before negotiating, prepare these elements:

- **Your Value Proposition:** Clearly articulate your skills, experience, and unique contributions.
- **Market Research:** Know typical salaries and benefits for your role in Kenya.
- **Your Ideal Outcome:** Define your target salary, desired benefits, and flexible arrangements.
- **Backup Plan:** Decide your minimum acceptable offer and your walk-away point.

📌 **Tip:** Professionals in Kenya who negotiate can increase starting salaries by **10–25%** and accelerate career growth.



Section 4: Sample Negotiation Scripts



Salary Negotiation Email (Initial Offer)

"Dear [Employer Name], Thank you for offering me the [Job Title] position. I am excited about contributing to [Company Name]. Based on my research and experience, I would like to discuss a starting salary of [Target Salary]. I am confident that my skills and experience will bring value to your team. Looking forward to your thoughts. Best regards, [Your Name]"



Requesting More Time Email

"Dear [Employer Name], Thank you for the offer for [Job Title]. I am carefully considering the opportunity and want to make a well-informed decision. Could we extend the decision deadline to [New Date]? Thank you for your understanding. Sincerely, [Your Name]"



Declining a Job Offer Email

"Dear [Employer Name], Thank you very much for offering me the [Job Title] position. After careful consideration, I have decided to pursue another opportunity that aligns more closely with my career goals. I sincerely appreciate your time and hope we may connect in the future. Best regards, [Your Name]"

Section 5: Negotiation Do's and Don'ts

✓ Do's

- Research salary and benefits for similar roles in Kenya.
- Communicate professionally and politely.
- Highlight your value and contributions.
- Consider alternative perks (flexible hours, bonuses, remote work).
- Be confident but respectful.


✗ Don'ts

- Threaten to leave unless demands are met.
- Accept or reject offers impulsively.
- Lie about other offers or market rates.
- Forget to consider non-financial benefits.

Section 6: Job Offer Evaluation Worksheet (Optional)

Create a simple table to compare multiple offers:

Offer	Salary	Benefits	Growth	Culture	Work-Life Balance	Total Score	Notes
Offer A							
Offer B							
Offer C							

 **Tip:** Use total scores to identify the best overall fit.

Section 7: Quick Tips for Career Growth Kenya

Long-Term Growth

Always evaluate job offers for long-term growth opportunities, not just immediate pay.

Network Effectively

Build a strong professional network within your industry in Kenya to open new doors.

Learn from Each Negotiation

Document lessons from every negotiation to continuously improve your future outcomes.

Seek Mentorship

Find mentors for guidance on critical career decisions and strategic planning.

✓ Toolkit Summary

This **Job Offer Evaluation & Negotiation Toolkit** empowers Kenyan professionals to:

- Evaluate offers objectively

- Compare multiple opportunities

- Negotiate salary and benefits confidently

- Make strategic career decisions

- Maximize both financial and professional growth