

SALARY INTELLIGENCE REPORT

Your offer,
decoded.

A data-backed assessment of your offer against the current Australian market
— with a clear view of where you stand and exactly how to negotiate from
here.

ROLE

Product Manager

INDUSTRY

Technology · SaaS

OFFER ASSESSED

\$105,000 base

LOCATION

Sydney, NSW

SENIORITY

Senior · 8 yrs exp

REPORT DATE

5 June 2026

1 Executive Summary

Your offer of **\$105,000** for a Senior Product Manager role in Sydney sits a little below where the current market lands for someone with your experience — most comparable roles fall between **\$112k and \$128k**. That isn't a red flag; it's an **opportunity**. The gap is well within normal negotiating range, and the evidence in this report gives you a credible, professional case to ask for more.

Our recommendation: counter at **\$120,000**, supported by the market data and leverage points that follow. Based on your profile and the strength of the market position, there is reasonable room to close most of this gap without putting the offer at risk.

DEAL SCORE



Fair offer

A solid starting point with clear room to improve through negotiation.

DATA CONFIDENCE SCORE



High confidence — this role and location are well represented in our dataset.

Sources: ABS · Licensed market data · SalariQ Model

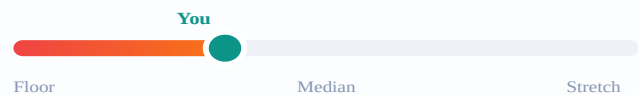
2 Market Position

Where your offer sits against comparable roles in your market.

YOUR PERCENTILE

34th

Your offer is higher than roughly a third of comparable Senior Product Manager roles in Sydney, and below the median of **\$119,000**.



3 Salary Gauge

A visual read of your offer against the full market band.



Your offer **\$105,000** — below the market median, in the lower-middle of the band.

4 Your Counter-offer Range

Three grounded numbers — and the reasoning behind each.

FLOOR

\$112K

The minimum that brings you in line with the market. Below this, you're leaving clear value on the table.

TARGET

\$120K

Our recommended ask. Just above median, well-supported, and realistic to land for your experience.

STRETCH

\$128K

Ambitious but defensible if you have competing interest or a standout track record. Higher risk, higher reward.

How to use this: Open with the Target. Anchoring at \$120k gives you room to settle comfortably above the median even if they negotiate down. Treat the Floor as your walk-back position, not your opening number.

5 Total Package Check

The headline salary isn't the whole story — here's how the wider package scores.

Superannuation



Bonus / incentive



Flexibility / WFH



Leave



Growth / progression



Equity / shares



Flexibility and progression are strong here — genuine value worth weighing. Where the package is lighter is **bonus and equity**. If the employer can't fully meet your salary ask, these are sensible secondary levers: a sign-on bonus or a six-month salary review can bridge part of the gap.

6 Your Negotiation Scripts

Three ready-to-use approaches in plain, professional language. Pick the one that fits your situation.

MEASURED When you want to negotiate gently and keep things low-key.

"Thank you so much for the offer — I'm genuinely excited about the role and the team. Before I confirm, I wanted to raise the salary. Based on what I've seen for senior product roles in Sydney with my level of experience, I was hoping we could look at a base closer to \$120,000. Is there flexibility to revisit the figure?"

CONFIDENT When you have a strong case and want to anchor clearly.

"I'm really keen to join, and I want to be upfront about compensation so we can move forward smoothly. The current offer sits a little below the market for a senior product manager with eight years' experience — comparable roles in Sydney are landing around \$119k to \$128k. I'd like to propose a base of \$120,000, which reflects what I'd bring to the team. Can we make that work?"

PROFESSIONAL When you're putting it in writing (email) and want it polished.

"Hi [Name], thank you again for the offer — I'm delighted to accept the opportunity in principle. I'd like to discuss one point before signing. Having reviewed current market benchmarks for senior product management roles in Sydney, I'd like to propose adjusting the base salary to \$120,000. I believe this better reflects the experience and value I'll bring, and I'm confident we can reach an arrangement that works well for both of us. I'm happy to talk it through at your convenience."

A note on tone: all three keep the relationship warm. You're not making a demand — you're opening a conversation from a position of evidence. Whichever you choose, lead with genuine enthusiasm for the role; it makes the ask land as collaboration, not confrontation.

7 Your Leverage Points

Five evidence-based reasons you can negotiate with confidence.

- 1 **The market gap is real and documented.** Comparable senior product roles in Sydney sit at a \$119k median — your offer is roughly 12% below that. This is your single strongest, most objective lever.
- 2 **Eight years of experience puts you in the upper tier.** You're not entry- or mid-level. Employers expect to pay a premium for proven seniority, and the market reflects that.
- 3 **Product management is a scarce, in-demand skill in tech.** Roles like yours take time to fill. The cost of reopening the search gives the employer a strong incentive to meet you partway.
- 4 **You're being asked to decide now.** Pre-signature is the point of maximum leverage — it's far easier to adjust an offer before you accept than to seek a raise six months in.
- 5 **The wider package has clear gaps.** Lighter bonus and equity give you legitimate, low-friction fallback asks if base salary movement is limited.

8 The 5-Year Picture

Why a one-time conversation today compounds over time.



Assuming standard annual increases on each base, accepting as-is versus negotiating to \$120k diverges to roughly **\$78,000 in cumulative difference** over five years. A single fifteen-minute conversation is one of the highest-return uses of your time in this process.

9 Walk-away Signal

A calm read on whether this offer is worth pursuing.



Worth pursuing — negotiate, don't walk.

This is a fundamentally sound offer with a fixable gap. The role, flexibility, and growth signals are good. There's no reason to walk away — the sensible path is to negotiate the base toward \$120k. A reasonable floor to accept, if they can't move far, is \$112k plus one secondary lever (sign-on bonus or six-month review).

10 Your Next 48 Hours

A simple, ordered plan to act on this report.

- ☐ **Don't accept on the spot.** Thank them warmly and ask for a little time to review — 24–48 hours is completely normal and expected.
- ☐ **Choose your script.** Pick the Confident or Professional approach above and adapt it in your own words.
- ☐ **Open at \$120k.** Lead with enthusiasm, then state your number with the market reasoning.
- ☐ **Have your fallback ready.** If base won't move, ask about a sign-on bonus or a six-month salary review.
- ☐ **Get the final offer in writing** before you formally accept.

Important note

This report is generated using aggregated, anonymised market data (sources include the Australian Bureau of Statistics, licensed market datasets, and SalariQ's own modelling) combined with the information you provided. It is intended as general guidance to help you make informed decisions — not as financial, legal, or career advice tailored to your individual circumstances.

Every situation is different. Actual salaries, raises, and contract rates depend on factors we cannot fully capture, including your employer's budget, internal policies, your individual performance, and current market conditions. The figures and suggestions here are estimates and starting points, not guarantees of any outcome.

You should use your own judgement, and where appropriate seek advice from a qualified professional, before acting on anything in this report. SalariQ is not responsible for decisions made based on this report.

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