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[Career Coach: Lobby for Raises, Promotions Using Evidence](#)

## Career Coach: Lobby for Raises, Promotions Using Evidence

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By Clare Trapasso

**How should professionals lobby for a higher title or increased compensation for taking new responsibilities?** *Responses have been edited for clarity and concision.*



**Dale Winston**

**Dale Winston is the CEO of [Battalia Winston](#), a New York-based executive search firm with an asset management practice.**

You need to put your case together and present it during your annual review. You need to put your notes together on what your contributions have been over the year. [For example,] "I helped to close sales, I stood in for someone."

You want to include the fact that John Doe left, who was two levels above you, and you've assumed that responsibility. But saying someone two levels above you is on maternity leave and you took over their duties only influences your bonus [as compared to your base salary] because it was [only for a limited] period of time.

You're building a case, but also you need to create a relationship and a dialogue with the person to whom you're reporting. Get their input on "How can I do my job better? I'm taking on these new responsibilities. How can I improve my performance?"

You have to give to get. Do a good job and take on as much as you can as long as you can do a good job at it. But don't bite off more than you can chew.



**Melissa Llarena**

**Melissa Llarena owns Career Outcomes Matter, in New York, and has worked in financial services.**

You have to be realistic. A lot of times you might be doing the work of multiple people or higher-ups because there's no money to pay for additional head count.

Get a sense of the environment of the company. Are they laying people off? Are they growing?

The best way to ask for a bump is right after a big professional win. People are already seeing you thrive in that role. Show your boss what it is you're doing.

Self-marketing is important in any career. Not everyone knows exactly what you're doing and how much work you've taken on and taken ownership over. Talk to senior leaders. Keep demonstrating that you're capable of [performing] at that level.

In your résumé, if you were behaving as an interim director, then you should state precisely that. It should give you a bit of a springboard to get a job at that level.

You don't want to threaten to quit unless you mean it.



**Connie Thanasoulis-Cerrachio**

**Connie Thanasoulis-Cerrachio is a co-founder and partner at SixFigureStart, a career coaching company in New York, and a former [Merrill Lynch](#) recruiter.**

You have to ask for a promotion. It's not going to magically come to you.

The most important thing you have to do is quantify your accomplishments. You took on this new role [or responsibilities] and what are you doing with it? What have you increased, decreased? Did you improve customer satisfaction? Did you streamline things and now maybe they don't need to hire someone else? [Don't] do two jobs and be miserable about it to save the company money.

This is an opportunity for you to shine. The more data points you have, the better.

If they say no, say, "What would it take to get promoted?"

If they say maybe, follow up with them. You have to hold them accountable.

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