

When you are seeking a promotion, there are several factors to consider before you make a game plan. You will want to create a strategy for obtaining the promotion. In order to do this, you need some perspective on not only what the employer is looking for and what you have to offer, but who you are up against in the hiring process.

If you begin by becoming familiar with what the boss is looking for in the new position, you will be off to a good start. Read through the job description and any advertisements the company publishes for the opening. Notice the requirements and be sure that you have these or can get them in time for the interview process. Also consider the personality of the boss and the culture of the office.

You may work in a very formal setting where business protocol is adhered to in all ways. This means that you want to conduct yourself accordingly in the weeks leading up to the interview. Be respectful and professional in all your affairs, including your break room conversations. What you think is a harmless discussion with a coworker could come back to haunt you later. So watch what you say and to whom you say it. The best plan is to be impeccable with your word from the beginning.

You will need to think about what you have to offer in comparison to the requirements of the job. If the position requires that you have some marketing experience, be sure you have some. This may mean taking a course offered by the company or an outside community college. You may want to ask to be placed on a project as the marketing person so that you can get some hands on experience. Or you may want to mentor with someone in the marketing department. All of these options will require that you put in some extra time to get prepared for the promotion. If you are not willing to do this, you are not ready for the promotion.

Once you have an idea on what your skills are, what the boss is looking for, and where you need improvement; it is time to take a look at the competition. You need to know what you are up against both internally and externally. If you did your homework and studied the published requirements for the job, you can assume that any final candidates will have some combination of these skills and work histories.

You may want to make a side-by-side comparison of your work history and skills with those of an ideal candidate according to the advertisement. This should show you how you might stack up against an external candidate for the position. Be honest with yourself about your experience and do not get too discouraged if you do not fit the requirements as well as your imaginary counterpart. Remember that your experience inside the company will count for a lot when it comes time to hire someone.

But this familiarity with the corporate culture, the executives, and the workload is shared by others at the company. So the next thing to do is to ascertain who in your organization might also be interested in the promotion. The most important part of this knowledge comes into play as you interact with these people. Do not give in to the temptation to be dishonest or hostile. Do learn what you are up against in terms of their training and experience and do your best to compete.