

Get the information you need!

Companies use a structured recruitment process to ensure that future employees can do their job successfully and that their personality fits into the corporate culture. Applicants often do not dare to ask enough critical questions to get an accurate picture of the job and the company. The following example shows that it is also possible to obtain the necessary information in a playful way.

Peter Näf

Some time ago, I advised an e-commerce specialist in the context of an outplacement. She had applied for the position of head of e-commerce at a luxury goods company. The aim of the job was to establish online sales channels in the company and to integrate them with the branch business. After the first interview, she was unsure how far the company had progressed in developing and implementing this omni-channel strategy. On the one hand, it was important for her that the issue was supported by the management. On the other hand, she wanted to make sure that she could participate in the development of the strategy and that she had enough opportunity to do the build-up work. To get an accurate picture, she decided to collect the information directly.

First-hand information

She visited a branch of the company and mimed a demanding customer. She asked for advice and showed interest in an expensive handbag. It was Saturday and she pretended not to be able to decide on a purchase. She told the shop assistant

that she had to think about the purchase again. She enquired if it was possible to order the bag via the internet. She also wanted to know what the delivery options were. Once she had made up her mind, she impatiently awaited delivery. She was going to the mountains the following week and would like to pick up the handbag at the branch in the holiday resort. The saleswoman was quite uncertain and promised to clarify her various questions. Based on this reaction, my customer gained an accurate picture of the degree of implementation of a comprehensive omni-channel strategy. Obviously, the company still had some work to do. So, the job as head of e-commerce offered enough of a challenge.

Commitment hits home

When my client told me her story in the next session, I was thrilled. I had never heard such an approach from applicants before. I strongly advised her to tell this story at the next round of interviews with the company. After some initial hesitation on her part, I was able to convince her.

Her interview partners were so enthusiastic about her story that she had to tell it twice more the same day. The third time, the CEO of the company, who happened to be present in the branch, sat at the table. Of course, they immediately hired her.

#Application, #Job interview, #Personal branding

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