

Sell yourself well – talk about your weaknesses!

Most applicants sell themselves in the application process by talking exclusively about their merits and qualities. A supposedly flawless image, however, evokes resistance from recruiters. It is therefore high time to deal with the so-called Sarick effect.

Peter Näf

In his book «Originals», Adam Grant mentions the effect described by the sociologist Leslie Sarick and named after her. It is about achieving sales success with critically minded customers by formulating arguments against the product or service. He gives the example of a man who set up an online magazine and blog with information for expectant parents. He attracted venture capitalists by giving them the top five reasons why they should NOT invest in his business.

After two years, he wanted to sell this to Disney. Since the sale had worked so well over the weaknesses last time, he decided to do a re-do. He again gave a sales presentation with the main reasons for not going into the business. Disney then bought it from him for \$40 million.

Every investment has weak points

Why does the Sarick effect work? All investments have advantages and disadvantages. Therefore, potential buyers do not only want to hear the positive aspects and instead look for weaknesses in the offer. Normally, sellers only emphasise the positive and want to give the impression that their offer has no disadvantages. This triggers resistance among customers. If the salesperson reveals the weaknesses, the resistance collapses.

The pressure falls away, the customers relax and a real sales talk can take place.

Stand up for your weaknesses

Recruiting employees is also an investment decision. Depending on the position to be filled, it is not only a question of a lot of money; the future success of the company may also depend on it. Applicants also have their advantages and disadvantages, their strengths and weaknesses. And recruiters are critical conversational partners. If you take the Sarick Effect to heart, the much-hated question about your weaknesses becomes an opportunity for a successful interview.

Address your weaknesses and show how you deal with them successfully. This builds confidence. Recruiters often have a good feel for people and they may have already discovered your weaknesses. If you address these of your own accord, it allows for a real exchange about mutual expectations. And of course, you also put your strengths in perspective through storytelling!

As an interviewer, I have experienced several times that applicants qualified for the next round of interviews by their convincing answer to the question about their weaknesses.

Sovereignty and personality are shown in accepting one's own weaknesses and dealing with them successfully.

[#jobinterview](#), [#weaknesses](#), [#personalbranding](#)

Please find further articles on career topics on my homepage
www.karrierecoaching.ch

