

DIRECT APPLICATION

Importance of direct application

Direct application or initiative application are often wrongly called unsolicited application or spontaneous applications. Most direct applications are blind in that they are not seen. Under no circumstances should they be spontaneous. The direct application must be carefully carried out to ensure its success. It is an active form of application. Job seekers apply on the hidden labour market to a company that has not advertised a position. In contrast, applications to job advertisements are referred to as job placements on the open labour market. A large part of highly qualified jobs is filled on the hidden job market. There are even companies that limit themselves to initiative applications. Since applications by electronic means are free of charge, companies receive too many unsuitable documents. Their processing is very costly. Moreover, specialists are difficult to find through advertisements anyway. Companies are therefore increasingly looking for them directly via active sourcing.

Initiative application is time-consuming

Given this situation, I expect direct applications to become more important. They also bring advantages for applicants. Many specialists have clear ideas about what they want to do professionally and what they expect from a company. They therefore look for employers who can best meet their needs. Unfortunately, direct applications still too seldom lead to success. The reason is the lack of knowledge about their requirements. As the name suggests, the initiative and the whole work lies with the applicants. The term «application» is misleading in that most of the work is done before the application. The prerequisite is to know what someone is looking for, both in terms of job content and job environment. And then job seekers have to find companies and contact persons for an initial telephone contact. All the expenses that companies incur in the employee search are incurred when job seekers apply directly to the company.