

APPLICATION

From Product Pitch to Investment Conversation

You've heard it before: applying for a job is like advertising yourself. But that mindset leads many applicants to act like salespeople – pitching themselves as if they were products. These tactics don't even work in modern product marketing anymore. A job application today is more like an investment offer. Employers want to be convinced that the return on their investment will be worth it – and that requires facts, not slogans.

Especially for highly qualified candidates, the process resembles negotiating a joint venture. Both sides assess whether the collaboration aligns with their long-term strategies. It's a dialogue between equals – if the applicant embraces their role as an entrepreneur of their own career.

Applying is a Process, Not an Event

Recruitment processes are methodical and step-by-step. Your application should follow the same logic. Each phase has a distinct purpose: your résumé should simply earn you a conversation – nothing more. Soft skills and personal strengths are best presented during the interview. And a final decision makes sense only at the end – when all facts are known.

This process-oriented approach brings clarity and confidence. It helps applicants act with composure – because they know where they stand and what the moment requires.