

APPLICATION

“Applying is marketing” – that is true. But most people draw the wrong conclusion from it.

Those who present themselves like a product fall back on outdated sales tricks. Employers want to ensure that their investment pays off – with facts, not with phrases. Decisions are made rationally, based on sound arguments. For highly qualified applicants, the situation even resembles a joint venture: both sides assess whether the collaboration aligns with their strategic direction – an exchange on equal footing, provided applicants see themselves as entrepreneurs in their own right.

Applying is also a process – not a one-off act. Recruitment processes are structured and step-by-step. The same should apply to your application. Each stage serves a distinct purpose: the CV is meant to lead to an interview – no more, but also no less. Soft skills and personal strengths belong in the interview, not in the CV. An offer only makes sense at the very end – when all the relevant information is on the table.

This process-oriented approach gives applicants a sense of calm and confidence.

Articles on application (all articles)

- How recruiters read your application documents – yes, they still read!
- Recruitment and job applications – an art!