

How to apply successfully

Lecture für PIER, Partnership for Innovation,
Education und Research



01.09.2021

1. Analysing yourself

What are you good at?

- self-perception
- what do other people think of you

→ analyse yourself



Analyse yourself



- what is the focus of your education
- what sort of work experience do you have
- what are your strenghts
- what should you improve
- do you like to be part of a team or are you a lone fighter
- do you succeed in motivating yourself
- what are your requirements? What do you expect from the job/company



Question:

Which job suits you??



2. Research/how to get informations for the application

- industrial placement
- fairs and expositions
- conferences
- internet
- media/social networking
- recruitment firms
- temporary agencies (employee leasing, employment services)



Where to find a published job advertisement

e.g.

Stepstone	monster
Yourfirm	experteer
Alpha.ch	jobs.ch
unicum	kimeta
e-fellows	Indeed
squeaker.net	greenjobs
Stellenwerk	gigajob
Jobware	stellenonline
regio-jobanzeiger	yourfirm
XING	Linkedin
stellenanzeigen.de	jobvector
...	

3. Kinds of applications

- solicited application
- unsolicited application
- connections/networking



ALPHA

 8 neue Jobs gefunden

[Personale Generalista/HR Allrounder come HUMAN RESOURCES BUSINESS PARTNER 60% \(f/m\)](#)

Mooser & Partner AG, Vicino Lugano

30.06.2019

[Kaufmännischer Allrounder / Sachbearbeitungs-Spezialist als MARKETING-ASSISTENT \(w/m\)](#)

Mooser & Partner AG, Thun

30.06.2019

[Kaufmännische Spezialistin / Finanz-Allrounderin als FINANCIAL TEAM ASSISTANT](#)

Mooser & Partner AG, Zug

30.06.2019

[Bau- und Projektleiter/-in Basel](#)

ProSearch AG, Basel

30.06.2019

[initiativer Treuhänder als Standortleiter Basel](#)

ProSearch AG, Basel

30.06.2019

[Senior Kundenberater/-in Private Banking mit Assistent/-in in Basel](#)

ProSearch AG, Basel

30.06.2019

[Specialist Test Planning](#)

Ypsomed AG, Burgdorf

01.07.2019

[Unternehmens- und Personalberater](#)

oprandi & partner ag, bern, Ganze Schweiz

01.07.2019

4. Application

→ make your application more memorable

A Attention
I Interest
D Desire
A Action



4.1 Basics for the documents

- comply with the standards
- no faults in orthography
- attractive layout
- right order of documents



4.2 Documents

- letter of application/motivation letter
- cover sheet (possibly)
- CV/resume
- photo
- „third page“ (in Germany)
- publications
- references
- additional qualifications
- certifications



5. Letter of application

- for some people the most important document
- is like a work sample
- comes first
- stays in the company/place of application (paper form)



Typical structure

- letterhead
- receiver
- date
- reference line
- address/salutation
- text
- signature

SALES COVER LETTER
your.name@gmail.com | (XXX) XXX-XXXX
142 Your Address Blvd, City Name, CA XXXXX

[Today's Date]

[Hiring Manager's Name]
[341 Company Address]
[Company City, State xxxxx]
[(xxx) xxx-xxxx]
[hiring.manager@gmail.com]

Dear [Mr. /Mrs. /Ms.] [Manager's Name],

Please accept my application for the Senior Sales Representative position on [Website's Name]. After reading the job description, I am confident that I would be a perfect fit for this role, as my experience and abilities precisely match your requirements.

I am a sales-oriented professional with expertise in client relationship management, customer satisfaction and retention, and people management. I possess astute business knowledge, and I have experience contributing to strategic planning while delivering improvements in processes, productivity, and costs. As a Sales Manager for Long & Thompson Real Estate, I currently supervise a sales team of 7 members, maintain profit objectives, and analyze future trends.

In all the roles that I have held, I have fostered strong relationships with customers and strategic associates. Working as a Sales Assistant with TRP Insurance Company, I exceeded all my targets. I simultaneously gained respect from staff and management through effective communication and liaison. I was awarded an "Outstanding Achievement" trophy for my willingness to perform an active and hands-on role in every duty associated with the position.

My references will be happy to discuss my positive attitude and strong work ethic. Thank you for your time. I look forward to discussing my application further in an interview.

Sincerely,

[Your Name]

Ann Smith
Administrative Assistant

Thursday, March 15, 2018

Jacqueline Jackson
HR Manager
Acme, LTD
350 5th Ave
New York, NY 10118

Dear Jacqueline,

As a longtime fan of Acme's company culture and products, I was excited to see the opening for an administrative assistant. With my lengthy experience as an administrative assistant with Fancy Malls, I know I can use my skill set and knowledge to become a valuable member of the Acme team.

In my current position with Fancy Malls, I've had many responsibilities and achievements that would serve me well in a role at Acme. Fancy Malls has a similar business structure and product lineup to those at Acme, so I believe I would make a smooth and quick transition. On top of that, my invoice management and directory maintenance were leading performance boosters for the company, and I'm sure that I could achieve similar results at Acme, such as:

- I saved \$3,000 a year in office supplies after negotiating a new deal with the current supplier.
- I increased sales by 7% after implementing an automatic follow-up approach using a CRM program.

Obtaining the administrative assistant position at Acme would be my dream come true. I've long been a fan and personal user of several of your products. In fact, Acme's unique company culture is what prompted me to seek more challenging work. Though I love being in charge of a company's multifaceted office support, there is no other office that would make me as happy to work for. I know, should I be honored with the position, that I'd be the envy of my circle of friends!

I would eagerly welcome the opportunity to discuss your current administrative objectives and show you how my successes at Fancy Malls can translate into growth for Acme.

Sincerely,

Ann Smith

P.S. - I'd love the opportunity to sit down with you and go over how I can bring similar results to the 10% cost savings I achieved at Fancy Malls to the Acme office, as well.

Personal Info

Address
7400 S Hobart Blvd
Los Angeles, CA 90047
Phone
774-987-4008
E-mail
a.n.n.smith@gmail.com
LinkedIn
linkedin.com/annutw

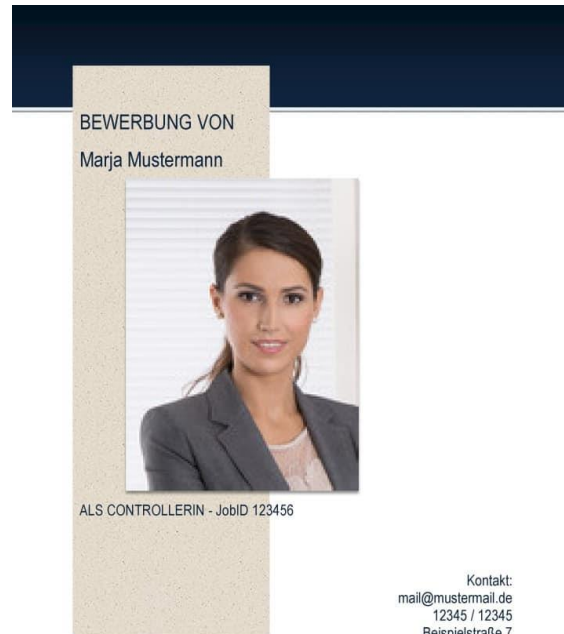
How to write a letter of application

- your skills/abilities
 - your motivation for the job and the organization/company
 - fulfilment of requirements
- do not repeat the advertisement



Cover sheet

e.g.



Anlagen



6. Curriculum Vitae (CV)

- basic requirements
 - tabular
 - computer written

Lebenslauf

Persönliche Daten

Vor- und Zuname:	Bettina Bilderbuch
Adresse:	Müllerweg 99 41464 Neuss
Geburtsdatum:	6. Mai 1988
Staatsangehörigkeit:	deutsch
Familienstand:	ledig
Eltern:	Claudia Bilderbuch, geboren am 12. März 1950, Industriekauffrau Bertold Bilderbuch, geboren am 19. Januar 1959, Lehrer

Schulbildung

1994 bis 1998	Dreikönigen Grundschule, Neuss
seit 1998	Alexander-von-Humboldt-Gymnasium, Neuss voraussichtlicher Abschluss: Abitur 2007

Praktische Erfahrungen

Juni bis August 2005	Biscafè „Stracciatella“, Neuss, Service-Aushilfe
Oktober 2005	Commerzbank AG, Neuss, Praktikum in der Abteilung „Wertpapiere“
März 2006	Evangelischer Kindergarten, Neuss, Praktikum in der Kinderbetreuung

Besondere Kenntnisse

PC-Kenntnisse (MS-Office, Adobe Photoshop)
Sprachen: Englisch (fließend) und Französisch (Grundkenntnisse)

Interessen

Lesen, Musik (Ich spiele Gitarre in einer Band und habe Bühnenerfahrung.)
Tischtennis (früher im Verein), Fitness

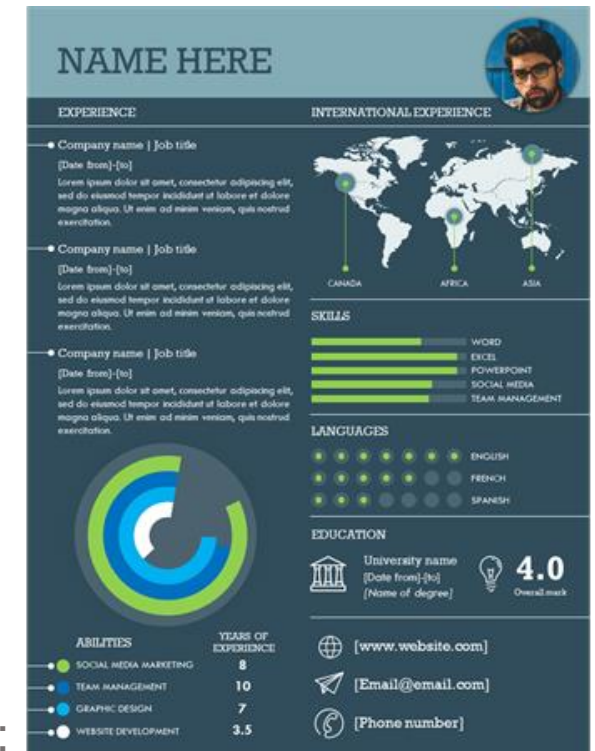
Neuss, 3. August 2006

B. Bilderbuch

- **structure**

- name and adress (in case you don't use a letterhead)
- profile (if you want)
- photo (depends on the country)
- personal data (depends on the country)
 - date and place of birth
 - nationality
 - family status
 - confession (if required)

info grafics:



CV

Résumé/Resume with profile

CV

Erika Mustermann
Hauptstraße 1, 12345 Musterstadt, Germany
phone: +49 172 393444, e-mail: erika.mustermann@mail.de

Personal Profile
A motivated, adaptable and responsible graduate seeking an entry-level position which will utilise the organisational and communication skills developed through my involvement with promotional work during vacations

Career Objective
To acquire the position of a junior sales manager and upgrade my knowledge in sales.

Work Experience

01/2013 – 06/2013	Intern at Phantasie GmbH in sales Served as Sales Assistant to Corporate Sales team, including developing of marketing plans, negotiating costs and placement
07/2012 – 06/2013	Student Employee at Beispiel GmbH Worked as shop assistant

Education

10/2011 – 04/2014	Bachelor of Arts in Business Administration at Karl University, Musterstadt, final grade: 1,9 Major subject: Business Administration Bachelor's thesis: Olfactory marketing The influence of scents on consumers' buying behaviour.
08/1998 – 06/2011	Abitur at Städtisches Gymnasium Musterstadt Abitur (equivalent to A-level), final grade: 1,5

Skills

Language	English (Fluent, TOFEL ibt 110/120 points) French (good)
Computer	MS Office (very good) Wordpress (very good) Photoshop (good)

Interests

Blogging	I have been blogging about fashion for three years now. My blog erika's fashion has almost 10. 000 followers.
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References

Hans Peter Müller	Head of the sales team at Phantasie GmbH, contact: hp.mueller@phantasie.de
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- PhD

- studies

- main subject

- university

- other subjects

- theme of thesis (if important for application)

- examination with date and title



- work experience
- apprenticeship
- industry placement
- military service/ social work
- school

→ actual dates first



- further education/qualification
- stays abroad
- languages
- special abilities
- voluntary service
- interests
- place, date, signature (depends on the country)

LEBENSlauf
MARIE MUSTERMANN

Persönliche Daten

Name: Mustermann Marie
Geburtsdatum/-ort: 14. August 1988 / München
Telefon: 089 12345678

Bildung

09/2010 – heute: Universität München | Studiengang: Informatik
 • Bachelorarbeit: Systementwurf
 • Abschluss: Bachelor
 • Note: 1,0

09/2007 – 08/2010: Fachhochschule Südwestfalen | Studiengang: Informatik
 • Abschluss: Bachelor
 • Note: 1,3

Ausbildung & Beruf

09/2005 – 08/2007: Fachhochschule Südwestfalen | Studiengang: Informatik
 • Abschluss: Bachelor
 • Note: 1,3

09/2003 – 08/2005: Fachhochschule Südwestfalen | Studiengang: Informatik
 • Abschluss: Bachelor
 • Note: 1,3

Sprachen

Deutsch: Muttersprache
 Englisch: B2
 Französisch: B1

Interessen

Lesen, Reisen, Sport, Musik

München, 12.01.2019
 M. Mustermann
 (Signature)

Kontakt: 089 12345678 | E-Mail: marie.mustermann@uni-muenchen.de

Differences in applying for jobs within or outside academia

- topic of motivation
- publications
- conferences und poster

→ all other points can be used in the same way

7. „Third Page“ (only in Germany)

- „What you should know about me “
- „Special abilities and qualifications“
- „Special experience“

→ don't repeat your application letter or CV, make short sentences, give interesting informations for the job

8. Online application

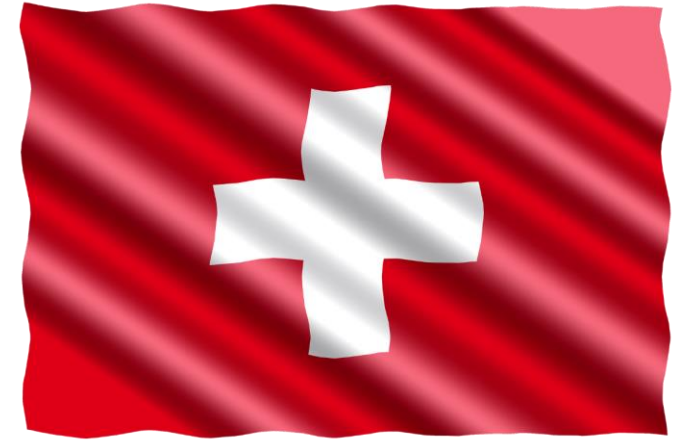


- same requirements as for conventional application
- if there is no reaction: ask for it
- save data with common programmes (pdf)

9. Characteristics of other countries

Switzerland

- letter of application
- cover sheet
- curriculum vitae with personal data, signature and date
- photo (if required)
- diploma
- certificates



9. Characteristics of other countries

Austria

- letter of application
- cover sheet
- CV with personal data, signature and date
- photo in very good quality
- diploma
- certificates
- please pay attention to the language: do not appear arrogant



9. Characteristics of other countries

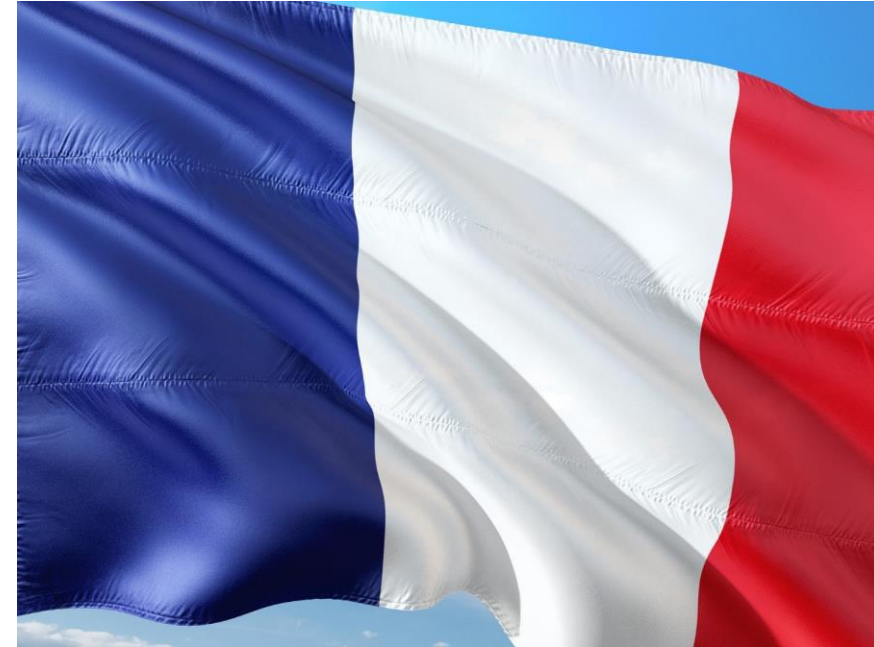
- **England**

- application letter
- CV (no signature and date)
- no personal information
- no diploma
- no certificates of employment
- no photo



9. Characteristics of other countries

- **France:**
 - CV + LM (letter of motivation)
 - no certificates of employment
 - no diploma
 - if not digital: no folder, often loose paper sheets



9. Characteristics of other countries

- **Italy:**
 - only CV and application letter
 - no diploma
 - no certificates of employment
 - no photo



9. Characteristics of other countries

Netherlands

- in Englisch or Dutch
- application letter
- CV (no signatur and date)
- no personal information
- no diploma
- no certificates of employment
- no photo



9. Characteristics of other countries



- **Skandinavia**

- application letter/letter of motivation and CV in the language of the country (English is accepted but not preferred)
- no signature and photo
- diploma and certificates of employment translated in the language of the country (if not in English)

9. Characteristics of other countries

- **Poland**

- application letter and CV in Polish
- no diploma and certificates of employment
- very individual application



9. Characteristics of other countries



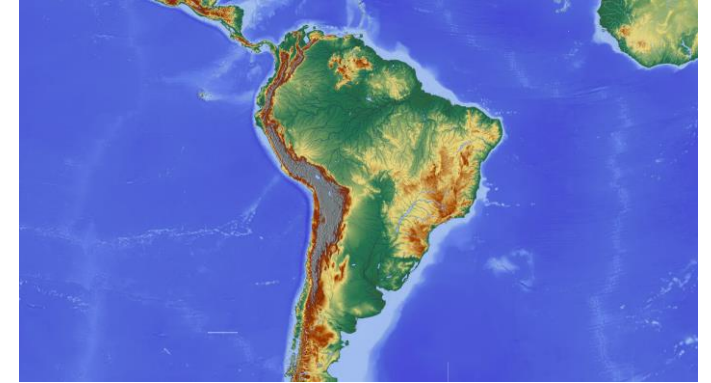
USA

- call the company before applying
- application letter naming the contact person, mentioning experience and ambitions
- resume without personal data with special emphasis on soft skills and successes, only one page if possible
- possibly a “transcript” that contains all courses and grades taken
- no photo
- no diploma and job references
- "complete dossier" is only available on request

9. Characteristics of other countries

South America

- CV in the respective national language
- letter of application
- no diploma and job references
- personal contacts are crucial



10. Job-Interview

Preparation

- exact knowledge of the announcement
- no alcohol
- relaxation exercise



Personal interview

- timing
- outfit
- personal hygiene
- writing case



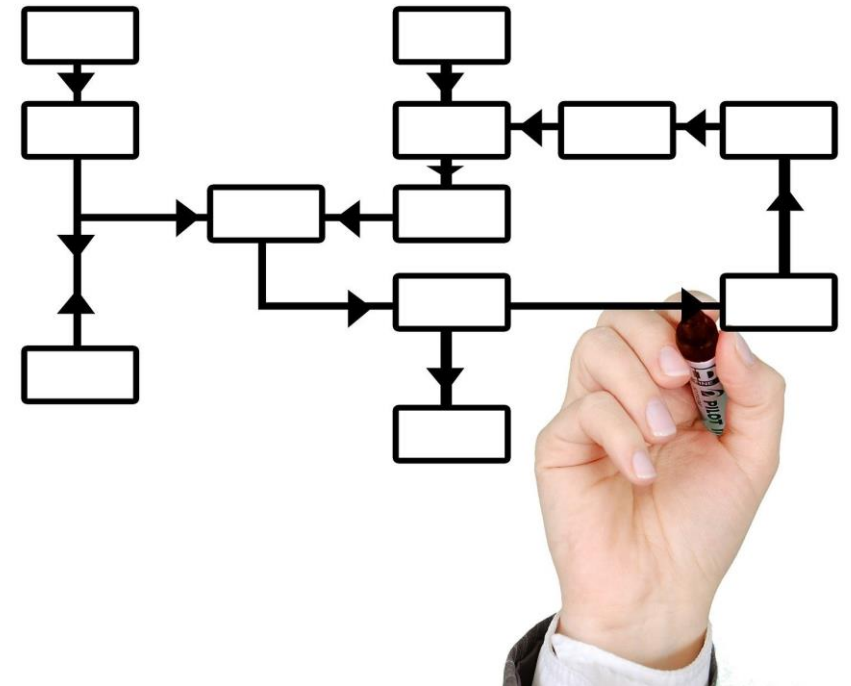
Telephone call

- be well prepared with all documents
- open the company's homepage
- take time
- the questions are the same as in a personal interview



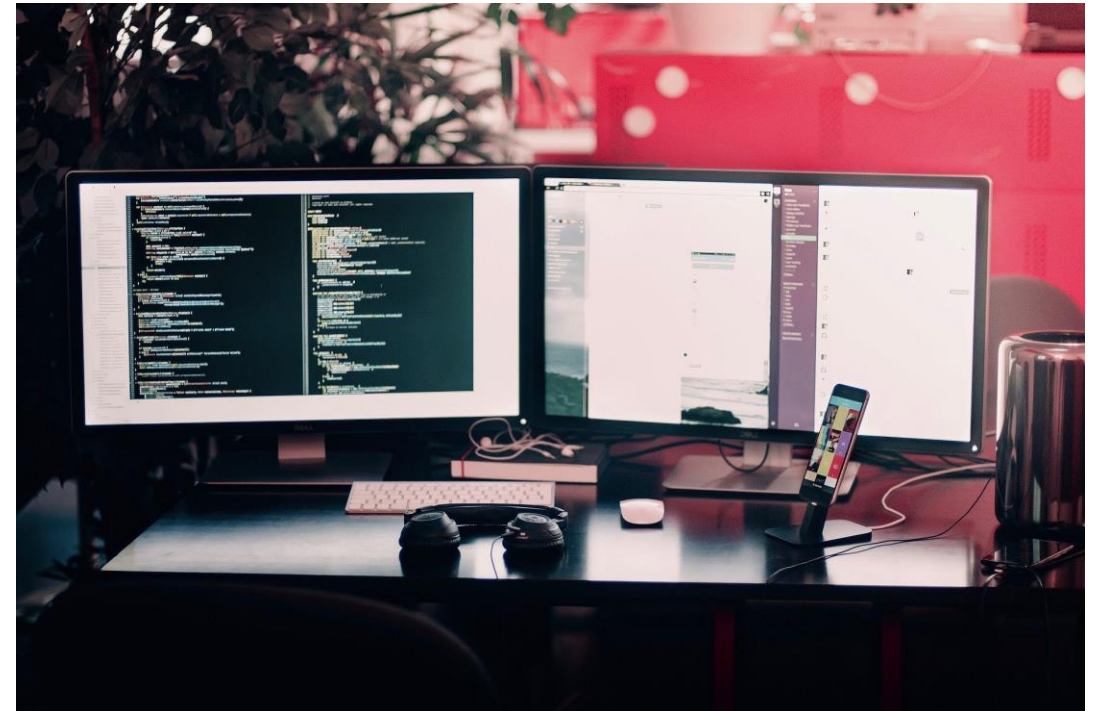
10.2. Structure of interviews

- warming-up
- informations about the organization
- questions to the applicant
- informations about the job
- questions of the applicant
- salary requirement



10.3. Topics

- Activity
 - ability to work under pressure
 - creativity
 - motivation
 - entrepreneurial thinking



- Personal development
 - willingness of learning
 - willingness of self-reflexion
 - goals
 - integral thinking
 - out of the box-thinking



- Communication
 - ability to communicate
 - conflict management
 - ability to cooperate
 - ability to work in a team
 - openness



Some questions

- how would you describe yourself as person
- tell me about your interests
- tell me about your goals for the next 5 years
- which are your strenghts and which your weaknesses
- tell me about your worst failure
- did your always decide in the right way
-



11. Some difficult questions

- church, party, trade union
- financial circumstances
- criminal record
- pregnancy and family planning
- illness



12. Questions to the organization

- how long does this job exist?
- which are the main tasks on the job?
- who will be my colleagues?
- who would I report to?
- does exist a job description?
- does exist a familiarization phase?
- what kind of social benefits exist?
- what training will I do, if any?



13. Assessment Center (AC)

Group selection process

typical exercises:

- One stands in front of the others

e.g. presentation exercise

→ CV, product presentation,
PhD-thesis,...



- **Everyone alone**

e.g. Mail basket



→ make decisions, coordinate appointments, work under time pressure

- **Everyone for him/herself**

e.g. group discussion

→ with and without role play



- **One against all the others**

e.g. role playing game

→ communicate unpleasant decisions



Assessment criteria in the AC

cooperation
argumentation
sensitivity
assertiveness
communication skills
negotiation skills
flexibility
setting priorities
social behaviour
creativity
planning
linguistic expression
correct behavior in different situations

