

How to apply successfully

Lecture für PIER, Partnership for Innovation,
Education und Research



24.05.2022

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

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



Survey

What percentage of all job vacancies are advertised publicly?

Nearly 30 %

Question:

Where do you find jobs?

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



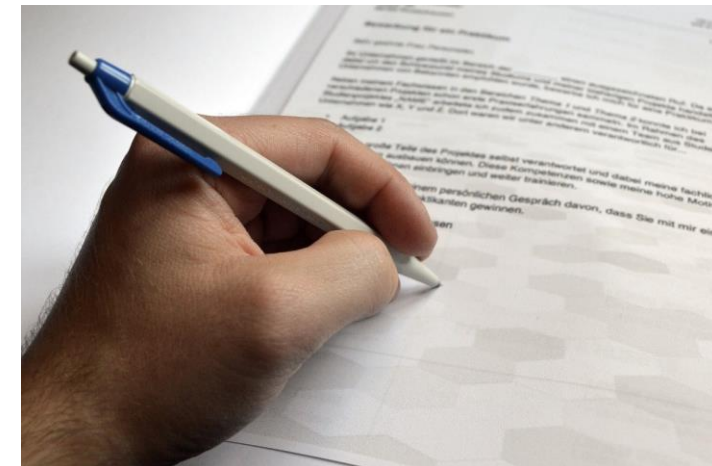
4.2 Documents

- 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 | (000) XXX-XXXX
142 Your Address Blvd, City Name, CA XXXXX

[Today's Date]

[Hiring Manager's Name]
[341 Company Address]
[Company City, State xxxxx]
[(000) 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]

Claudia von Schultzendorff
Staulener Str. 40
79115 Freiburg

regional Unternehmensberatung
Frau Inge Müller
Hannestr. 65

7866 5 Heimat

Freiburg, 07.05.2009

Ihre Anzeige „Akademischer Sachbearbeiter“ auf Ihrer Homepage vom 30.04.2008, Kennziffer xyz/123

Sehr geehrte Frau Müller,

~~~~~

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•
~~~~~

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Freundlich grüßt Sie

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 multitalented 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
714-987-4008
E-mail
a.n.s.smith@gmail.com
LinkedIn
linkedin.com/annuuv

How to write a letter of application

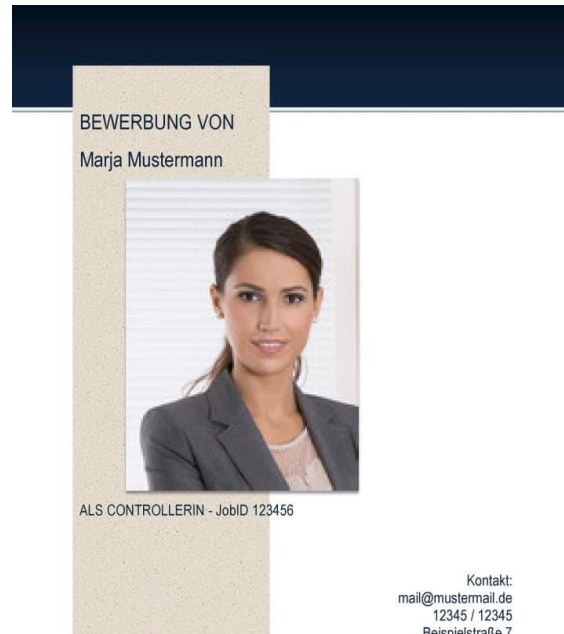
- your qualification
- your skills/abilities
- fulfilment of requirements
- your motivation for the job and the organization/company

→ 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	Biscaf� „Stracciatella“, Neuss, Service-Aushilfe
Oktober 2005	Commerzbank AG, Neuss, Praktikum in der Abteilung „Wertpapiere“
M�rz 2005	Evangelischer Kindergarten, Neuss, Praktikum in der Kinderbetreuung

Besondere Kenntnisse

PC-Kenntnisse (MS-Office, Adobe Photoshop)
Sprachen: Englisch (flie end) und Franz sisch (Grundkenntnisse)

Interessen

Lesen, Musik (Ich spiele Gitarre in einer Band und habe B hnenenerfahrung.)
Tischtennis (fr her 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

Maximilian Muster
ANGEKÜNDIGTE POSITION: UI/UX Designer

PERSONAL DATA
Name: Muster, M.
Geburtsdatum: 15.03.1999
Geburtsort: München
Telefon: 0170 12345678
E-Mail: max.muster@email.de

BILDUNG
Hochschule für Gestaltung und Kunst
Studiengang: Design
Abschluss: Bachelor of Arts
Zeitraum: 2017 - 2021

Beruflicher Werdegang
Juni 2021 - heute: UI/UX Designer
Aufgabe: Entwicklung und Umsetzung von User Interfaces für Web und Mobile.
März 2020 - Juni 2021: Junior UI/UX Designer
Aufgabe: Unterstützung bei der Entwicklung von User Interfaces und Zusammenarbeit mit dem Design Team.

Interessens & Hobbys
Lesen, Kochen, Fotografie, Reisen, Fußball.

Sprachkenntnisse
Deutsch: Muttersprache
Englisch: Sehr gut
Französisch: Grundkenntnisse

- 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 / Musterstadt
Telefon: +49 1234 56789

Berufserfahrung

01/2018 – heute: Musterfirma GmbH & Co. KG | Musterstadt
Stellenbeschreibung:

- Kundenbetreuung
- Administration
- Projektmanagement

01/2015 – 01/2018: Musterfirma AG | Musterstadt
Stellenbeschreibung:

- Kundenbetreuung
- Entwicklung von Software
- Projektmanagement

Ausbildung & Schule

01/2010 – 01/2015: Musterfirma AG & Musterhochschule | Musterstadt
Abschluß: Bachelor of Science in Business Administration (B.Sc.)

01/2005 – 01/2010: Musterhochschule | Musterstadt
Abschluß: M.A.

Sprachkenntnisse

Deutsch: Muttersprache (C1) | Englisch: C1 (IELTS 7.5)
 Französisch: B2 (DELF) | Spanisch: B1 (DELE)
 Italienisch: A2 (CEFR) | Russisch: A1 (CEFR)

Sonstiges

Hobby: Lesen, Reisen, Kochen

Musterstadt, 11.01.2019
 M. Mustermann
 (Stempel)

Kontakt: Mustermann Marie | Musterstraße 1, 12345 Musterstadt | Tel. +49 1234 56789 | E-Mail: marie.mustermann@example.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

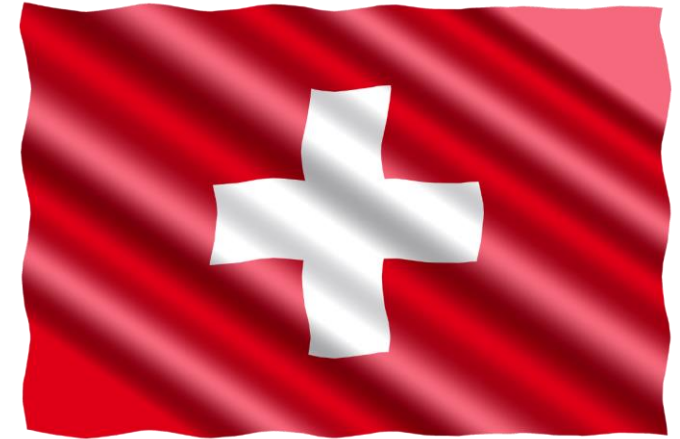


- same requirements as for conventional application
- if there is no reaction: ask for it
- save data with common programmes (pdf)

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

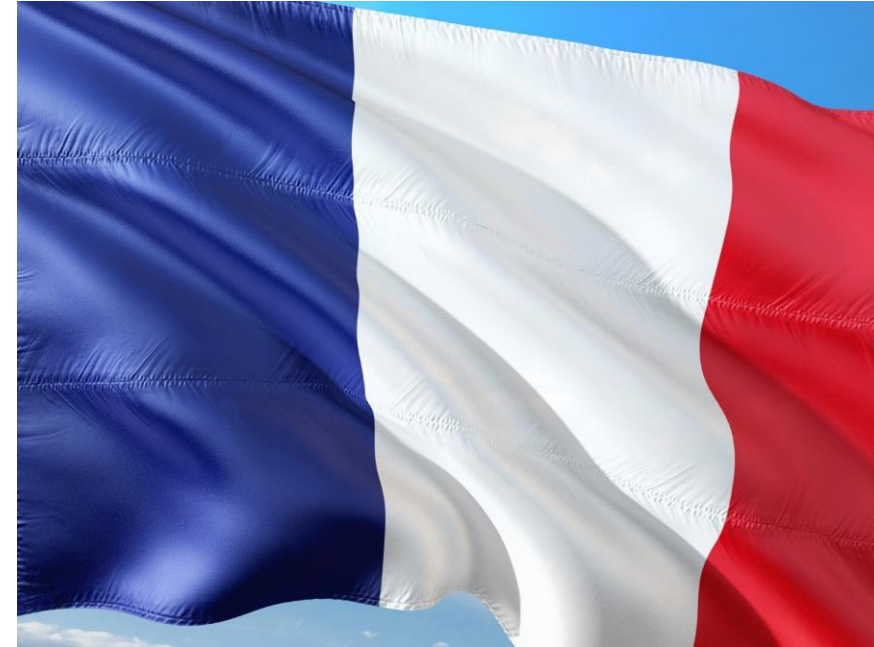
- **England**

- 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



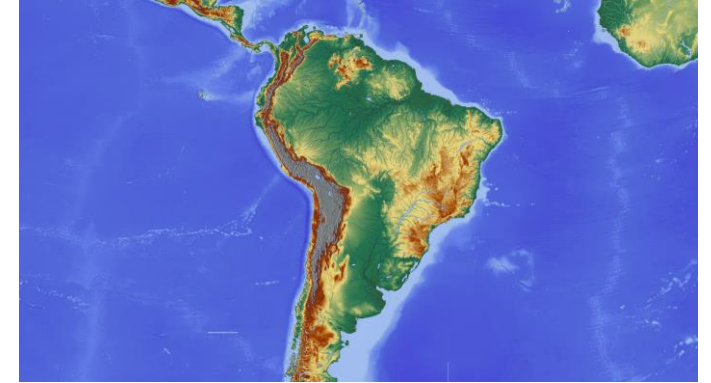
USA

- 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



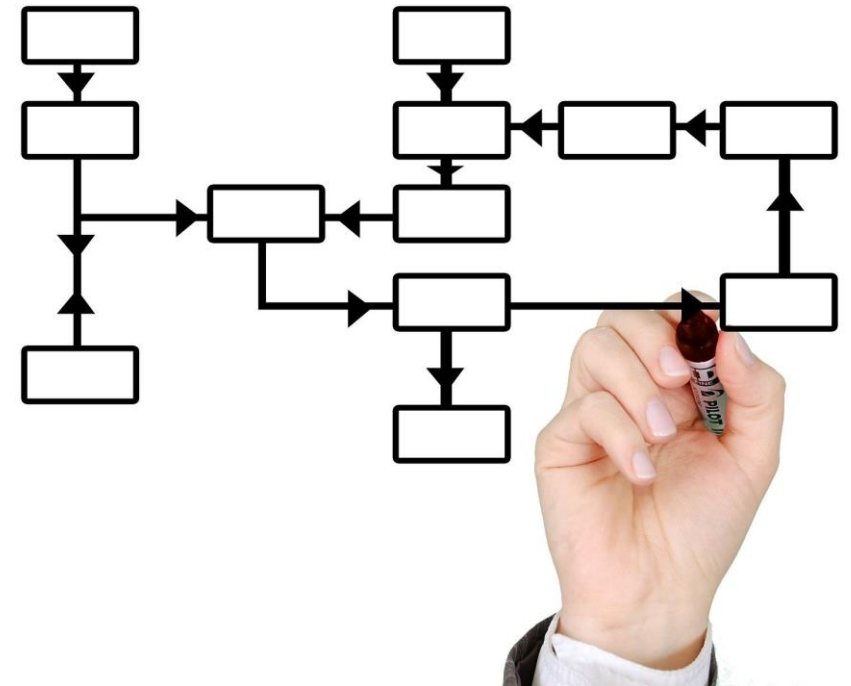
Telephone call

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



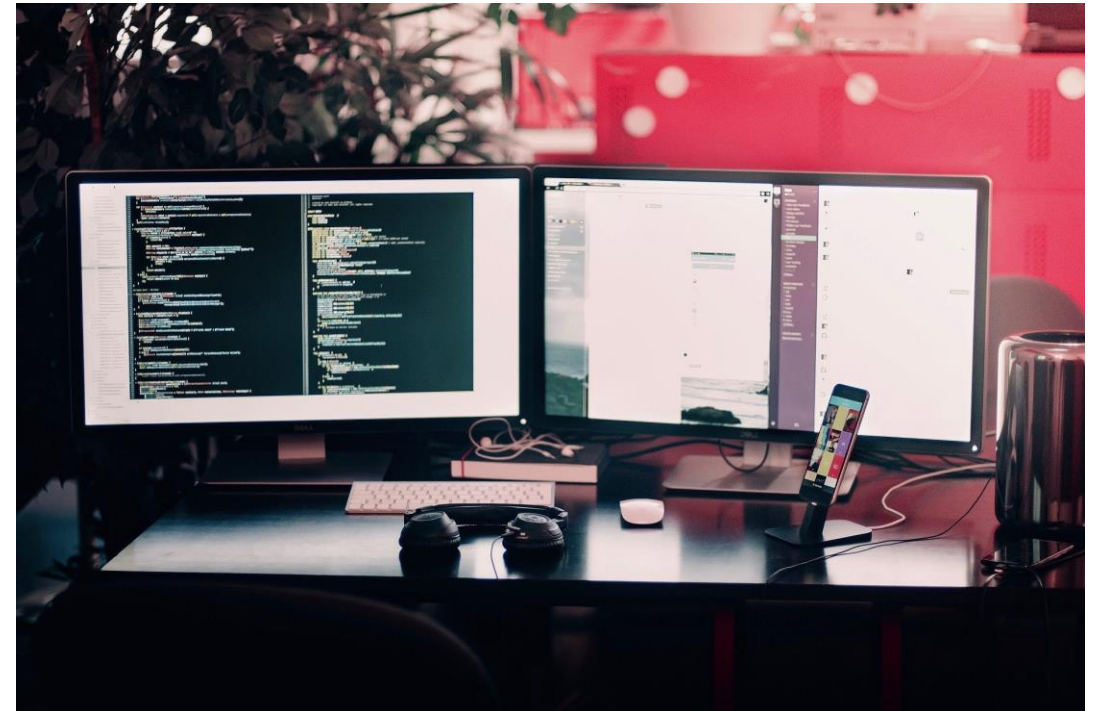
10.2. Structure of interviews

- 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



How to apply successfully



Evaluation

<https://indico.desy.de/event/32837/surveys/315>