

CHECKLIST / ANSWERING ADS

GOAL: INVITATION TO AN INTERVIEW WITH THE PARTY PLACING THE AD OR CONTACTING A PERSONNEL CONSULTANT.

1. Carefully analyse ad. List off all «visible» requests, study the requirements profile and any framework conditions and compare them to your own professional experience. Tips:

- Mark with a **green** highlighter the requirements in the ad which you can 100 % meet owing to your previous work, e.g. Swiss-certified and university degree-holding bookkeeper, business economist HWV [University of Applied Sciences in Business Administration], etc.
- Mark with a **yellow** highlighter the requirements which you cannot 100 % fulfil which you nonetheless can subsequently fulfil or skills which you can learn (intensive course), e.g. refreshing one's skills in a foreign language, related software skills, etc.
- Mark with a **red** highlighter the requirements which you cannot fulfil or skills which you cannot learn within a workable timeframe. An exception, for example, would be an age requirement.

The more «**green**» you now see in this ad that you have cut out, the more ideally you fulfil the requirements for this job. Try this approach!

2. Obtain information about the company (possibly from a personnel consultant). Find out more about the location and carefully prepare for a telephone call (see information sheet about telephone communication).
3. Call the party who placed the ad, briefly introduce yourself, state your interest in the job, request additional information, ask questions to prepare for a potential interview and show knowledge of the industry.
4. If interest is shown, make reference to any related documents you can submit and/or immediately request an appointment for a non-binding «interview».

5. Submit the documents (CV with a photo, any copies of work testimonials) and a personally addressed cover letter which makes reference to the ad and the telephone conversation (offer/benefit). In your final sentence, request an interview or mention that you may call in the next few days.
6. If you receive an interview, collect all available information and carefully prepare for the «reciprocal» interview.

P.S. If there is a chiffre ad, naturally steps two and three won't be applicable.