**What Recruiters Look for in Applicants**

**3 Core Competencies**

Communication

 Presentation

 Pace Toastmasters International

Leadership

 Role in a job or club

 Manager

 Supervisor

Teamwork

 Group class projects

 Work experience

**Other Competencies**

Strong academics

 Transcript

Work experience

Internships

Extracurricular activities

 Clubs

 Organizations

**How to Prepare**

What distinguishes you from other applicants?

Learn more about firm

 Research

Be prepared

Follow recruiters on Twitter, LinkedIn, Facebook

 Make sure they know who you are

Why do you want to apply to Company XYZ?

Why should they hire you?

**Common mistakes**

Make cover letter and resume very generic