**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