



RESEARCH EACH EMPLOYER

CONNECT WITH COMPANY EMPLOYEES ON LINKED IN

- Find out how many divisions does the company have and what each does.
- Read recent news articles & press releases to see what is going on with the company.
- Know who the CEO, President, Executive Vice Presidents are and how long have they been there (also what company did they come from).
- Know who their biggest competitors are.
- Do they have any new products or services (do their competitors)?
- Research the backgrounds of the people doing the job now through LinkedIn.