

If you are out there beating the side walk every day, you probably do not have to be told how competitive the job market is. The real question is how to land a job in spite of the number of other applicants and how to use competitiveness to your advantage.

Sometimes, competition can be a good thing. If an employer is being inundated with a million resumes, they may be more likely to narrow the screening process. If you are one of the more qualified for the position, this may very well mean *less* competition when it comes down to the interview process. Likewise, if there are a lot of under qualified applicants, it may make you look exceptionally well suited for the position.

Especially in a competitive market place, it is imperative to present yourself in the best light possible. This means having an impeccable resume, a polished appearance, and a professional presence. Unfortunately, there may not be a lot of room for error, so make the most of the opportunities you have. On the same note, however, do not appear desperate or too eager to impress. Being comfortable is often more positively perceived than trying to make a good impression.

An often underestimated form of negotiation is using competitiveness as leverage. While any given position may have tens, if not hundreds, of applicants, the simple fact is that any given candidate has probably applied at numerous companies. So, the company may seem to have the ultimate power, but you, as the applicant, are still holding a few of the cards. Primarily a factor if the employer is interested in hiring you, you can utilize various options as a means to obtain better pay, benefits, or working conditions.