COLD CALLING: STEP-BY-STEP GUIDE

Here are some things you can do to prepare for cold calls and some tips on what to do when you make them.

1. Make a list of everyone you know who might be able to help you find a job. This means parents, teachers, relatives, friends, members of clubs to which you belong. Write down their contact details and if you don’t have them, get them!

2. Get in touch with everyone on your list and tell them you’re looking for work. Ask them for contact details of anyone they know who might be able to help you. Add these to your list.

3. Read through newspaper job ads and search for jobs online. Make a list of any jobs you want to apply for. Subscribe to any relevant email job listings and add any jobs you’re interested in to your list. Be sure to write down the name of the person you need to contact at each organisation.

4. Do some research on each of the organisations you plan to call. Find out the basic facts, for example, where they are based, what sort of work they do, how many people they employ etc. Make some notes if you need to.

5. Plan what you will say about yourself and why you want the job. Write a short script you can refer to if you get nervous.

6. Update your résumé and have a copy of it near you whenever you’re making a call.

7. Find a quiet place where you won’t be interrupted or distracted. If you have access to a landline phone this is better than using your mobile. Have a pen and paper handy. Start cold calling.

8. Introduce yourself to each person you speak to. Try to sound confident and be polite. Be prepared to repeat yourself several times until you get to speak to the person who can help you.

9. Don’t let rejections get you down. Focus on the next call and the possibility of success.

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Here are some ways you can start your cold calls. Fill in the blanks and have your script handy when you’re making your cold calls. If your call needs more specific information than these general scripts, you can always write your own script.

**COLD CALLING: SCRIPT TEMPLATES**

Here are some ways you can start your cold calls. Fill in the blanks and have your script handy when you’re making your cold calls. If your call needs more specific information than these general scripts, you can always write your own script.

1. **Good morning, my name is _______________________ and I’m enquiring about the _______________________**
   I saw advertised in the _______________ on the __ / __ / __ . I’m keen to find out more about it.

2. **Hello, my name is _________________________ and I’d like to speak to the human resources manager please.**
   I’d like to discuss the possibility of doing work experience with your organisation.

3. **Hello, my name is _________________________ and I’m wondering who I can speak to about your graduate recruitment program.**

4. **Good afternoon, I’d like to speak to _________________________ , please.**
   My name is _________________________ and I’m hoping to find out about any upcoming employment opportunities with your organisation.

5. **Good morning, my name is _________________________ . I’m interested in future employment opportunities with your organisation. I’m calling to find out the name and address of the person I should send my résumé to.**

**HERE ARE SOME WAYS YOU CAN FOLLOW UP A COLD CALL**

1. **Hello, _______ . How are you? It’s ___________ here. I’m just calling to check that you received my email with my cover letter and résumé attached. Can I provide you with any further details?**

2. **Good morning, I’d like to speak to _____________ , please. My name is ___________ , I’m just returning his call about my application for the role of ___________ .**
Write down all the cold calls you make, contacts and any other notes that will help you remember who you’ve spoken to and what you have to do next.

<table>
<thead>
<tr>
<th>DATE AND TIME</th>
<th>I SPOKE TO</th>
<th>THEY WORK AT</th>
<th>THEY SAID</th>
<th>I NEED TO</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 MAY, 10 AM</td>
<td>PETER BARKER</td>
<td>Henry’s Hammocks, 5 Bell Street, Melbourne 03 8432 2604</td>
<td>Might be a casual job available on weekends! Claire does the hiring, she works Wed-Fri.</td>
<td>Call Claire next Wednesday</td>
</tr>
</tbody>
</table>
