



GROUPE / GROUP

Atlantic Human Services Inc.
Services humains de l'Atlantique Inc.

MAKING COLD CALLS

Cold calls have many purposes:

- To get the name of the person responsible for hiring
- To obtain permission to hand deliver résumé
- To gather information on the company
- To receive information on the advertised job posting

Most people do not find it easy to talk to strangers in order to get information or to present themselves for employment, which is why you might want to practice first, starting in low risk/low stress situations.

Here are key steps to preparing for the cold call:

- Have pen and paper, agenda, and résumé at hand.
- Sit up straight, smile, pay attention to tone of voice. It sounds silly, but you'd be surprised what a difference it makes!
- Practice makes perfect: call yourself and leave messages on voicemail to hear yourself.
- Expect to call a company **3 to 4 times** before you get a meeting.
- **Make more than 1 phone call!! On average, 10 phone calls = 1 meeting.**

6 STEPS TO TELEPHONE SUCCESS

1. Greet the person, state your name and purpose of the call
 2. Get name of contact person with correct spelling
 3. Respond assertively, respectfully, and politely
 4. Give brief summary of your skills
 5. Repeat any agreements made
 6. Thank the person
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