

## Cold Calling/Canvassing

Cold calling employers is a real skill. It is also the number one way of gaining employment in the 'hidden job market'. If you have done any of the following, then you have been 'Cold Calling' or 'Canvassing':

- Gone door to door
- Sent out multiple letters asking about employment availability
- Made telephone requests
- Placed an employment wanted ad online or in the paper

This is a confronting way to look for work, but it works. To be successful there are things that you will need to do:

- Dress according to the role that you are applying for. Business attire for a corporate role or neat casual clothing for factory work. This will be an employer's first contact with you, this is where you can make a good first impression.
- Try to find out information about the businesses you are calling upon. For example, what they do, how long they have been in business.
- Check their website for information.
- Have with you resume copies and a letter of introduction for the business.
- Prepare yourself for possible informal interview questions.
- Ask for your contact person or the manager. By speaking to the person who is in charge of hiring, you're halfway there.
- Be polite and patient. If they can't see you immediately or at all, accept that they may be having a bad day or are busy. Ask if you can leave your resume and let them know you will give them a call within the next two days.
- Don't be demanding or overconfident. This isn't the time to get the reception staff or Manager off-side.
- Try to tap into their knowledge and networks. Ask questions like: "Do you know of anyone looking for staff?" Or "Do you have any positions that maybe coming up?"
- Don't waste a business's time. Be prepared with questions, your resume and have practiced your interview questions.
- If you have just met the contact person for the business, ask for their business card to take with you.
- Follow up. Within two days of your visit, give them a follow-up call thanking them for their time and ask if they are aware of any position that may become available.

## Phone Cold Calling

This is very similar to the section we have for phone interviews. Although, with a phone interview you are aware of a position vacant and have applied for the role. Read through our information and take a look at the handy table at the bottom to help you prepare when cold calling over the phone.

Phone calls can often be used to screen potential employees, or if you are applying for work in remote locations. Prepare yourself as you would for a one-on-one interview. The more confident you are the more successful you will be.

- Research the business
- Prepare your questions
- Dress for the interview – even though they can't see you, it helps boost your confidence
- Have your resume handy. Keep your it in clear view, on the top of your desk, or tape it to the wall near the phone, so it's at your fingertips when you need to answer questions.
- Have a 'fact sheet' about yourself on hand. Include information such as:
  - A list of your strengths and weaknesses
  - Employment History
  - Training you have completed
  - Your talents and skills
- Have a pen and paper handy and be ready to take notes or to write down questions you might have
- Turn off your call-waiting so your call isn't interrupted and make the call from a quiet area free from any interruptions. If cell service is poor, utilize a landline.
- Put pets outside; provide entertainment for kids in another part of the house or get a babysitter. Turn off radios, other phones, TV's or video games.
- Make sure you speak clearly, and don't talk too fast
- If you don't understand a question, ask them to repeat it
- If the time isn't convenient for the employer, ask if you could talk at another time and suggest some alternatives.

**See the next page for a great cold calling template**

## Phone Cold Calling Template

<b>Greet them</b>	
<b>Introduce yourself</b>	
<b>Why you are calling:</b>	
<b>Ask if this is a good time for them to speak to you</b>	
<b>Request a time to meet in person or request an interview</b>	
<b>Give your contact details</b>	
<b>Thank them for their time</b>	