

# Cold Calling: It’s Easier Than You Think

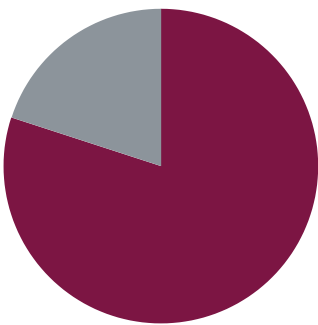


## What is Cold Calling?

Cold calling is calling an employer you have never spoken to before. During this phone call, you try to sell yourself as a potential employee. You only have 20-30 seconds to grab the employer’s attention, so your call has to be clear and direct.

## Where can I find Jobs?

- Hidden Opportunities (80%)
- Posted Opportunities (20%)



In order to find jobs in the hidden job market, job seekers need to use methods such as cold calling.

## How to be a Successful Cold-Caller



### 1. Do your research

Use sources such as: LinkedIn, Google, Indeed and company websites. Identify a specific person, their job & contact information.

Ideally, connect with Alumni, people in your “dream job” and recruitment staff.



### 2. Decide on your goal

Have a set goal in mind before you call. Are you: asking if the company is hiring? Hoping to have an informational interview?

Remember: build a relationship first. The best calls are the ones that benefit both parties.



### 3. Have a script

Stay on track of what you need to accomplish in the call. Ensure your thoughts are organized and that you speak confidently and are friendly.

Don’t read the script word-for-word; practise so it comes out naturally.



### 4. Follow up

Set yourself a plan to follow up post-call.

Send a thank-you email the same day or next day.

Follow up promptly based on the call (emailing a resume, calling or emailing someone else, etc.)

## Cold Call Sample Script

You have just been transferred over to the targetted contact/employer. This is where your script is key:

Informational Interview:

**You:** Hello <name>. This is <your name>. I am a Mechatronics student at McMaster Univeristy. Did I catch you at a bad time?

**Employer:** No, I have a few minutes.

**You:** Great! I came across your name from a mutual LinkedIn friend. I am wondering if you can help me with some information. I am new to the <insert industry, e.g., process automation> industry and I am looking to learn from people who have been successful in my chosen career.

**Employer:** What information are you looking for?

**You:** I noticed that you graduated from McMaster as well. I was wondering if I could have a few minutes of your time, either by phone or in-person, to chat. I have a strong passion for <insert subject matter> and believe speaking with you would be valuable.

**Employer:** We could speak next Thursday. Does that work for you?

**You:** That sounds great! What number can I reach you at?

**Employer:** You can call me at 905-525-9140 ext. 123

**You:** Thank you for your time. I look forward to chatting next week!

