

# Applying for **work** through Cold Calling Using a script

**Before calling** a company make sure you do some research about the organisation. Being prepared can help make cold calling much easier.

## **Who do you need to talk to?**

If possible knowing the name of the person you need to talk to will help. Try and **find** out what the person does that you need to speak to. For example you may want to talk to the Human resources Manager or the Recruitment Officer. Then when you make the call you can ask the receptionist for the person in this position. Make sure you have a pen and paper handy to write down there name. Ask them to spell it out if you did not understand what the name was.

## **Calling about a specific **job**?**

When researching the company see what **information** you can **find** out about the type of **job** or position that you want to **find work** in. The receptionist can have a wealth of **information** so you may wish to make an initial call to **find** out what you can. But prepare some questions first. When you make your actual call to ask about **work** you want to show how much you already know about the business to prove you're the right person for their company and the position.

## **Write a script to ease your nerves**

Writing a script lays out what you would like to ask so as you don't forget what to say. Practice the script to gain confidence and relieve some of your nerves.

Having a script helps with speaking clearly and professionally.



## *Script Template*

### **Receptionist answers the phone.....**

"Good morning My name is\_\_\_\_\_.  
I am applying for a position with your company and was wondering if I  
can have the contact name of your HR or Recruitment manager, please.  
Would I be able to speak with them?  
Thank you."

### **To Human Resources Manager:**

"Good morning \_\_\_\_\_.

My name is \_\_\_\_\_.

I'm calling about any **opportunities** for **work** as a (Name the position if  
you know it)\_\_\_\_\_at your company.

I've just completed my degree in \_\_\_\_\_, and I

have a lot of **experience** or \_\_\_\_\_year's **experience** in \_\_\_\_\_

and \_\_\_\_\_, which is an area I know your company

specialises in. I've also worked in \_\_\_\_\_.

Are there any suitable openings at your company at present?

Can I send you my **resume** in case any positions become available in  
future?

Your script should highlight your **skills** and **experience** and why you stand  
out from the crowd. It should vary to suit each potential **employer**. You  
might be transferred to different people in the same organisation -  
remember to introduce yourself again and explain the reason for your  
call.



## During the call

Make sure you have done plenty of preparation as if you were attending a real **job interview**.

- Have your prepared script and make sure you have read it through a few times to build confidence.
- Have a glass of water before you call as nerves can make you anxious and give you a dry throat.
- Dress to impress, this will get you in the right frame of mind.
- Sit at a desk or table, sit up straight and put a smile on your face. This all helps with your confidence and how you sound on the phone.
- Make sure you **find** a quiet room, somewhere that you will not be disturbed.
- Put your mobile phone on silent.

This will give you the best chance of gaining an **interview** and making a good impression.

Being polite and using good communication **skills** is a great way to make a good first impression on the phone;

**Speak clearly** – try not to use ‘um’, ‘er’ or mumble.

**Excuse yourself** - If you need to sneeze or cough put the phone to the side and cover the microphone, try not to sniff or splutter into the phone.

**Use their name**– Right down the name of the person you are speaking to or anyone you are transferred to. This shows respect and warmth to the person you are about to speak with and will make the conversation more personable and comfortable.

**Say thank you**- thank the person for their time.

### **Take notes**

Notes of what was said in your phone calls will be helpful to have ready for the next time you speak with the **employer**. It will stop you from going over things that you have already discussed and show that you are organised.

### **Confirm any action that you need to take**

Summarise any action that you will take when the call is over. For example; I will send you my **resume** by email to you today.

### **Be persistent**

If this was not the right person or you haven't found what you wanted, ask for the contact details of someone who may be able to help. Persistence does pay off, don't give up, keeping trying.

If the person you want to speak to is unavailable, ask if you can be put through to their voicemail. Leave a message or ask when the best time to call back is. If the organisation won't give out direct numbers, get an email address if you can.

### **Keep your promise after the call**

Once you've made the call all you need to do now is follow through with what you need to send, email your **resume** or contact details. Do this straight away if possible!

### **Follow up**

Keep track of who you have called and what date you need to follow up. If someone said they'd call you back but you don't hear from them after a week or so, give them another call.

Chances are they've been busy and forgot to get back to you. Ask for the person who you were talking with and simply say that you are calling to follow up on the phone conversation about the possible position or vacancy and were wondering if you received my **resume** and details ok.

It is very difficult to cold call people that you don't know. However this is another great way to search for **work**. It is never easy, but with confidence, politeness and persistence you never know what **opportunities** you may **find**.  
things happen for you.