

Making a Cold-Call

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Sometimes to get to a person you want to meet with you have to knock on their door or pick up the phone. Calling in cold is just making contact with a stranger. Once you make contact they become your acquaintance. It's just one of the ways to meet new business contacts.

Here are a few tips:

- Consider it a game. A serious game.
- Don't take rejection personally.
- Write a script
- Practice with a buddy. Role-play.
- Have a positive attitude. Smile.
- Have good timing. Monday at 9:00am is not a good time to make calls.
- Give it a try! Make 15 calls a day for 1 week.

Set the purpose of your calls as gathering information and you will succeed. Nobody calls in cold and gets a job offer. Make a new friend. Ask for referrals. The more calls you make the better you will get. Schedule some time as part of your job search for cold-calling along with your other activities such as reading the paper, searching job boards, meeting with recruiters, networking, sending out resumes, etc.

Visit my job board and website at www.hireability.com

– Craig Silverman

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