

Cold Calling

Cold calling is contacting a potential employer you’ve likely never met before, to discuss a job opportunity. With the right preparation, this can be a useful way to job search. If calling isn’t your thing, you can also try **cold emailing**, however, the chances of getting a response are much lower.

Why try cold calling?

- Many jobs are unadvertised and unposted, so by just applying to job boards, you miss out on lots of opportunities.
- You can speak directly to managers who have the power to hire you and discover job leads and contacts in a short period of time.
- The act of cold calling/emailing shows employers that you can take initiative, are proactive and have communication skills.

Sample Script

“Good morning Mr. [Name]. My name is ___. [Contact] from [company] suggested I call you. I am a recent Mount Royal University graduate with experience in planning trade shows and organizing children’s events. I’m wondering if you have any openings for someone with my education and experience. . . Is there a time of the year you expect to have staffing needs?”

“Hi Ms. [Name], my name is ___. I am a second year student in the [program] at Mount Royal University and am able to research and prepare reports and proposals, recruit and train volunteers and successfully resolve customer complaints. Do you anticipate having summer job openings for someone with my abilities? . . . I won’t take anymore of your time, but can you suggest anyone else for me to talk to within your company or elsewhere?”

1

Before the call

- Figure out your target industry and make a list of organizations you’d want to work for. Find out which department you would fit into, then identify who oversees it. Find their contact information.
- Research the company/department to learn what projects, activities, events, challenges or opportunities they are working on. Brainstorm how your competencies and experience would help them.
- Plan what you will say and ask. You’ll have to introduce yourself, explain why you’re reaching out, describe what you can offer and ask a specific question regarding possible employment.
- Find a quiet place to call and gather your materials. Grab your script and a notepad. Pull up your resume and the company’s website on your computer.

2

During the call

- You may be met with objections; stay calm and respectful. If they say they’re too busy, tell them you only need a few minutes and ask when a better time is. If they say they’re not hiring, tell them you want to discuss how you could be of assistance in the future.
- Your call will have four parts: a personal introduction; reason for calling and a brief description of your relevant experience and education; asking about current hiring needs; and a graceful and polished closing. Try to keep your call within 4–9 minutes. Take notes.
- If an opportunity is identified, set an appointment for a longer conversation at the end of the call.
- If no job opportunity is identified, ask about future needs, peak hiring periods or if they know of other companies that need help.
- If you get their voicemail, leave a message but not a reason for calling. Leave a date and time you will call back.

3

After the call

- Send a thank you note or email to everyone who took time to speak with you. Reaffirm your interest in contributing to their team.
- Review your notes. If you promised to do anything, such as call back another time, do it soon.
- If a person said they would call you back, wait one week. If they haven’t contacted you by then, they likely forgot. Call them again and remind them who you are.
- If a call went well, send a resume and cover letter to the decision maker. Remind them of your conversation and clarify what type of work you are able to do.

Tip: Be understanding and don’t take it personally if someone refuses to speak with you. Expect negative responses.

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