



Cold Calling for a Potential Job

Cold calling can be daunting, especially if you are not used to calling people you do not know. However, if done correctly, it could bring about various benefits. Follow our tips to utilize cold calling to get your foot in the door with a company.

1. Send a resume and cover letter before you make the call. In the cover letter, state that you will be calling to explore opportunities.
2. Call the department manager, not the HR staff.
3. If the department manager seems too busy to talk, make sure you recognize this and schedule a time to call back later to discuss a position.
4. Reach out to personal and professional connections to see if anyone has a connection to the hiring manager. This is where an up-to-date LinkedIn profile is beneficiary.
5. Make a persuasive argument for calling.
6. Summarize qualifications and be prepared for resistance. Have compelling arguments as to why you would be a good fit.
7. Ask for the next steps. Make a specific request for a follow-up meeting.
8. Follow up communication with the individual who took the time to speak with you. Remind them of the positive contributions you can make to the company.

Important!

If you don't get through, keep trying. Cold calling is a numbers game, and you might have several unsuccessful attempts before you get through.

Sources:

<https://www.thebalancecareers.com/how-to-make-a-successful-job-search-cold-call-2062610>