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## Cold Calling

A **cold call** is a telephone call made during a job search to a potential employer that did not advertise any positions. Many job opportunities are never advertised, so cold calls are an effective work-search strategy.

**Purposes** of a cold call can include asking for a job interview, asking for an informational interview, asking about internships, asking about freelance work, and obtaining the names of additional contacts or leads for other job openings.

### **Suggested Procedure**

1. Before calling a potential employer, research the company or organization to find out as much as you can about what it does, its philosophy, and its reputation in the community.
2. Find a contact person to talk to when you call the organization, preferably the manager of the area you are interested in. A quick phone call to the general receptionist can usually get you this information.
3. Prepare yourself to answer questions about why you are interested in working for that organization, what skills and experience you have, what your goals are, and so on.
4. When you call, be courteous and ask if this is a good time or if you can set a time to call back later.
5. When you talk to your contact, be sure to explain clearly and concisely why you are calling.
6. Be enthusiastic and professional throughout your conversation. Keep your questions clear and your responses focused and brief, and be sure to take notes so that you remember important details. Don't be afraid to ask for the correct spelling of names.
7. Follow up on your conversation, sending any materials that were requested.
8. Write a thank-you note, thanking the person for taking the time to provide you with information or an interview.

### **References:**

Carnegie Mellon University. "Cold Calling and Telephone Interviews." *Career Center*. [www.studentaffairs.cmu.edu/Career/CareerBriefs/calls.html](http://www.studentaffairs.cmu.edu/Career/CareerBriefs/calls.html) (8 July 2008).

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