



Task Title: Cold Call an Employer

OALCF Cover Sheet – Learner Copy

Learner Name: _____

Date Started: _____

Date Completed: _____

Successful Completion: Yes No

Goal Path: Employment Apprenticeship

Secondary School Post Secondary Independence

Task Description: The learner will read a short article about cold calling employers and explain what they have read to their instructor. They will also conduct an internet search for additional cold calling tips.

Main Competency/Task Group/Level Indicator:

- Find and Use Information/Read continuous text/A1.2
- Communicate Ideas and Information/Interact with others/B1.1
- Use Digital Technology/D.2

Materials Required:

- Pen/pencil and paper
- Computer or digital device

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Learner Information

Many jobs are never advertised. One way to build a network and learn about available jobs is to reach out to possible employers through email or on the phone.

Read "Cold Calling a Prospective Employer".

Cold Calling a Prospective Employer

Cold Calling is the process of making an unsolicited call to a prospective employer that may produce a job lead. This call is about asking for work. Many employers do not advertise their jobs and therefore you cannot rely on all jobs being posted or advertised.

When cold calling an employer, it is important to talk to the right person in the company. Most often you need to talk with the Human Resource Department.

There are many tips for cold calling including preparing for the call and tips once you have made contact.

Tips for preparing for the cold call include

- making a list of companies to contact. This will require researching companies that have jobs of interest
- determining your objectives for the call
- preparing key points for discussion
- keeping track of the contacts you have made
- practise, practise, practise

Tips when making the cold call include

- finding the names of the people and the departments in advance
- showing enthusiasm and interest in the company
- introducing yourself and explaining your goals
- keeping the conversation brief and to the point
- conducting your call in privacy
- remembering that rejection is not personal

Practising for a cold call goes a long way in making this process less intimidating. Practise with an Employment Counselor, a friend or family member to ensure you are prepared.

What do you say when you call?

- State your name
- Ask for the Human Resource Manager or the person in charge of hiring

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- State the purpose of your call: You are seeking employment in a particular position. (*Objectives for the call*)
- State your reason for contacting this company, such as this is related to the type of employment you are seeking. (*Key points*)
- Is this company hiring? If “yes”, you would like to know how to submit a resume. (*Keep it brief*)
- Thank the individual for their time and end the call.
- Make a note of the company and the person you spoke with.

Work Sheet

Task 1: In your own words, define cold calling for your instructor.

Answer: No written response required here.

Task completed: Yes:

Task 2: Explain to your instructor the benefits of cold calling.

Answer: No written response required here.

Task completed: Yes:

Task 3: Explain to your instructor what you could do to prepare before making a cold call to an employer.

Answer: No written response required here.

Task completed: Yes:

Task 4: Open up a new page of the web browser of the computer. Conduct a keyword search for "cold calling tips for employment". List three additional cold calling tips.

Answer:
