



Transition Task: Prepared for the Project, Teaching to Fish (Build Tasks) Integrating OALCF Task Development within Ontario's Literacy Programs (2014)

OALCF Task Cover Sheet

Task Title: Cold Call an Employer

Learner Name:	
Date Started:	Date Completed:
Successful Completion: Yes ___ No ___	
Goal Path: Employment <input checked="" type="checkbox"/> Apprenticeship ___ Secondary School ___ Post Secondary ___ Independence ___	
Task Description: Understand what a cold call to an employer is and how to prepare for the cold call.	
Competency: A: Find and Use Information B: Communicate Ideas and Information D: Digital Technology	Task Group(s): A1: Read continuous text A2: Interpret documents B1: Interact with others B2: Write continuous text D2: Digital Technology
Level Indicators: A1.2: Read texts to locate and connect ideas and information A2.1: Interpret very simple documents to locate specific details B1.1: Participate in brief interactions to exchange information with one other person B2.2: Write texts to explain and describe information and ideas B2.3: Write longer texts to present information, ideas and opinions D.2: Perform well-defined, multi-step digital tasks	
Performance Descriptors: see chart on last page	
Materials Required: <ul style="list-style-type: none">• Pen and Paper• Computer with Internet Access• Attached document "Cold Calling a Prospective Employer"	

Additional discussion question (not aligned with OALCF):

List two reasons why you think rejection should not be considered personal.



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Learner Instructions and Tasks

Cold Calling an employer is intimidating. Learning how to conduct yourself and practicing, can go a long way to improving your opportunities securing employment. It is important to note that approximately 75% of jobs are never posted.

Complete the following tasks using the attached document "**Cold Calling a Prospective Employer.**"

Task 1: In your own words, define Cold Calling.

Task 2: Explain why Cold Calling is so important.

Task 3: What is the benefit of cold calling?

Task 4: List at least 3 additional cold calling tips. Use the internet to locate the information. Use the keywords **cold calling tips for employment**.



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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 organization or 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. Listed below are just a few tips.

Tips for preparing for the **cold call** include

- make a list of companies to contact - this will require researching the company
- what are your objectives for the call
- prepare key points you want to discuss
- keep track of the contacts you have made
- practice, practice, practice

Tips when making the **cold call** include

- get the names of the people and the departments before hand
- be enthusiastic and interested
- always introduce yourself
- keep the conversation brief and to the point
- avoid calling on Mondays and Fridays
- conduct your call in privacy
- rejection is not personal

Practicing for a **cold call** goes a long way in making this process less intimidating. Practice 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
- 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 and you would like 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



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Answer Key

Task 1: In your own words, define Cold Calling?

Calling an employer you have had no previous contact with, to find out if there are any job openings

Task 2: Explain why Cold Calling is so important.

Cold Calling is important because many jobs are not advertised.

Task 3: What is the benefit of cold calling?

It may result in getting a job/position

Task 4: List at least 3 additional cold calling tips. Use the internet to locate the information. Use the keywords **cold calling tips for employment**.

- **Use proper grammar and pronunciation**
- **Smile while you are speaking on the phone**
- **Call first to get the names of people in the department that you are targeting**
- **Ask to have an information interview**
- ***There may be additional points***



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Performance Descriptors		Needs Work	Completes task with support from practitioner	Completes task independently
A1.2	<ul style="list-style-type: none"> scans text to locate information 			
	<ul style="list-style-type: none"> locates multiple pieces of information in simple texts 			
	<ul style="list-style-type: none"> makes low-level inferences 			
	<ul style="list-style-type: none"> makes connections between sentences and between paragraphs in a single text 			
	<ul style="list-style-type: none"> reads more complex texts to locate a single piece of information 			
	<ul style="list-style-type: none"> follows the main events of descriptive, narrative and informational texts 			
A2.1	<ul style="list-style-type: none"> scans to locate specific details 			
	<ul style="list-style-type: none"> interprets brief text and common symbols 			
	<ul style="list-style-type: none"> locates specific details in simple documents, such as labels and signs 			
B1.1	<ul style="list-style-type: none"> conveys information on familiar topics 			
	<ul style="list-style-type: none"> shows an awareness of factors such as social, linguistic and cultural differences that affect interactions in brief exchanges with others 			
	<ul style="list-style-type: none"> chooses appropriate language in exchanges with clearly defined purposes 			
	<ul style="list-style-type: none"> participates in short, simple exchanges 			
	<ul style="list-style-type: none"> speaks or signs clearly in a focused and organized way 			
	<ul style="list-style-type: none"> repeats or questions to confirm understanding 			
B2.2	<ul style="list-style-type: none"> writes texts to explain and describe 			
	<ul style="list-style-type: none"> conveys intended meaning on familiar topics for a limited range of purposes and audiences 			



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	<ul style="list-style-type: none"> • begins to sequence writing with some attention to organizing principles (e.g. time, importance) 			
	<ul style="list-style-type: none"> • connects ideas using paragraph structure 			
	<ul style="list-style-type: none"> • uses limited range of vocabulary and punctuation appropriate to the task 			
	<ul style="list-style-type: none"> • begins to select words and tone appropriate to the task 			
	<ul style="list-style-type: none"> • begins to organize writing to communicate effectively 			
B2.3	<ul style="list-style-type: none"> • writes texts to present information, summarize, express opinions, present arguments, convey ideas or persuade 			
	<ul style="list-style-type: none"> • manages unfamiliar elements (e.g. vocabulary, context, topic) to complete tasks 			
	<ul style="list-style-type: none"> • selects and uses vocabulary, tone and structure appropriate to the task 			
	<ul style="list-style-type: none"> • organizes and sequences writing to communicate effectively 			
D.2	<ul style="list-style-type: none"> • selects and follows appropriate steps to complete tasks 			
	<ul style="list-style-type: none"> • locates and recognizes functions and commands 			
	<ul style="list-style-type: none"> • makes low-level inferences to interpret icons and text 			
	<ul style="list-style-type: none"> • begins to identify sources and evaluate information 			
	<ul style="list-style-type: none"> • performs simple searches using keywords (e.g. internet, software help menu) 			

This task: was successfully completed____ needs to be tried again____

Learner Comments

Instructor (print)

Learner Signature