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How to “Cold Call” Companies About Employment



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If the thought of making cold calls to prospective employers about employment opportunities leaves you in a cold sweat, take heart that there are strategies a job seeker can take to make the process less stressful—and more productive. Putting in some legwork before picking up the phone or sending an email can make a huge difference.

How to “Cold Call” Companies About Employment

The next time you want to show [interest in a company](#) and ask about potential future employment, try these tips:

Do your homework.

Know everything you can about a company before approaching leaders there about employment.

Not only will this information help you decide if the place is a potential “fit,” it will position you to talk intelligently and get others to take you seriously.

Find an appropriate contact.

Face it: how interested would you be in a message that starts out “To Whom It May Concern” or that has been forwarded around aimlessly before landing in your box? Uncovering the name and direct contact information of someone in the position to hire or who can lead you to that person is critical.

Certified executive coach [Lisa Quast](#), author of *Secrets of a Hiring Manager Turned Career Coach: A Foolproof Guide to Getting the Job You Want – Every Time*, recommends three approaches to making a connection at a company:

- Find people who currently work in the department in which you have interest (people you could contact for a telephone or coffee chat about the company).
- Find out the names of the recruiters working at the company.
- Figure out who runs the department in which you’d like to work (the [hiring manager](#)).

“People often target contacting only the hiring manager, but sometimes it’s helpful to first target a few people who work in that department and approach them via LinkedIn messaging to see if they’d be willing to speak with you about what it’s like to work there. This way you’ll not only find out helpful information about the company and hiring manager, you may just win the person over and build enough of a relationship that they’d be willing to give your resume to the department manager.

Similarly, finding out the names of the recruiters at the company can be helpful because you can connect with them on LinkedIn and then send them a message about your interest in the company. This helps you get to know the gatekeepers and helps get your name in front of the people who are ‘in the know’ as to what jobs are currently available and potential future positions.”

State Your Case

Before writing or phoning, calm your nerves through preparation. Think through what you want to say, write it down, and polish it.

“What you say will depend on which person you’re targeting,” Quast says. “For example, if you’re targeting someone who works in the department where you’d like to work, you might state in your LinkedIn message/connection request: ‘I’m sending you this message because I saw that you work for ABC Company in the marketing department. I was hoping you might have a few minutes to chat with me over the telephone because I would love to learn more about the company and what it’s like to work in marketing there.’”

If you’re targeting a recruiter at the company, your LinkedIn message might state this: ‘I saw that you’re a recruiter for ABC Company, and I’d like to chat with you about how my background might fit for future jobs within the company in the xyz department. Could we schedule a quick telephone discussion?’”





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Warm up the cold call.

While email and [social media](#) certainly have changed the way most people inquire about employment, some job seekers still choose to phone. Obtaining a direct number will help avoid being screened out by a receptionist, but also realize that being bounced to voice mail is a likely possibility. Leave a message stating your name and when you'll call back again; a message telling the person to call you is probably not going to be returned.

And if you're out to try the "coldest" of cold calls—showing up at the office—dress professionally, be polite, and prepare to wait. A better face-to-face strategy? "Check out if your target person includes any business associations to which he belongs within his LinkedIn profile," Quast suggests. "If any are local organizations, attend some of their meetings or networking events and try to find that person so you can introduce yourself."

Readers, how do you feel about cold calling companies about employment opportunities? Have you had success with this method in the past? Share with us below!

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