

Tips for Effective Telephone Contact



Introduction: Having good telephone skills is important because often it is the best way to initiate or follow up a job lead and can save time in your job search. **Cold calls** are those made to an employer identified through the yellow pages or another source. **Warm calls** are those made in response to a help wanted ad or referral by another person or agency. Be aware that some want ads request that the applicant apply by letter or in person. A phone call seems simple and yet the impression one makes over the phone may determine whether or not a job interview will be granted. Here are some tips for making effective telephone contacts.

Telephone Tips:

1. Do your research before making the call. Whom will you be talking to? What is his/her position in the company? What product or service does the company provide? Etc.
2. Plan what you are going to say--develop a script. Keep your script concise and to the point. Whether you are making a *cold call* or a *warm call*, a script will help you present yourself effectively and keep you from fumbling for the right word.
3. Make the call from a comfortable area; preferably quiet, with a desk or writing area. Have paper and pencil by the phone so you can make notes.
4. Speak into the mouthpiece of the telephone using a pleasant speaking voice. Use proper grammar, good diction, speak clearly and smoothly; don't use words you can't pronounce. Be professional and project the proper attitude (enthusiastic, self-confident, and sincere). Do not talk with candy, gum or food in your mouth.
5. Anticipate questions and/or objections and prepare responses in advance.
6. Close in a polite, friendly way, regardless of what is said and thank the person for his/her time and any courtesies extended.

Sample Scripts

Study the sample scripts for guidance in developing scripts for your telephone conversations.

WARM CALL SCRIPT

You	Good morning. My name is Sandra Cupcake. May I speak with your Human Resources Manager, Mr. Jones?
Receptionist	Yes you may. I'll ring his extension.
Mr. Jones	Mr. Jones speaking.
You	Mr. Jones, my name is Sandra Cupcake and I'm calling about the carpenter's helper position that was advertised in the June 14 Central City Herald. Can you tell me some more about the position and what your application procedures are?
Mr. Jones	The position is for a carpenter's helper to assist in framing family homes. We have a contract to build 15 homes in Maple City. Could you tell me about your qualifications?
You	Yes, I received a Certificate of Completion in Carpentry from the Central City College of Technology on May 27th. In addition, I helped my father build a two-car garage last summer. I have been volunteering for Habitat for Humanity for the last four years and have been on the framing crew for the last two.
Mr. Jones	It sounds like you might have the right qualifications for this job. Could you come in and talk to me and complete a job application?
You	Yes, I would be happy to. Could we meet today or tomorrow?
Mr. Jones	Could you be here at 8:00 Wednesday morning?
You	I will be there at 8:00 am, Wednesday, June 16. Do I have the correct address--the Sandstone Building, 818 River Drive?
Mr. Jones	Yes, that is the correct address.
You	Thank you. I'll look forward to meeting you on Wednesday. If you need to get hold of me before that time, my phone number is 406-999-1212.

COLD CALL SCRIPT #1

You	Hello. My name is Susan Cupcake. I'm interested in a position as a carpenter's helper with your company. May I speak to the person in charge of hiring?
Receptionist	That would be our Personnel Manager, Mr. Kilton. However, he is not in the office today. Could I take a message?
You	It would be more convenient for me to call Mr. Kilton since I am often away from my phone. Could I get his full name and telephone number, please?
Receptionist	His name is Mr. Roger Kilton (spelled k-l-l-t-o-n) and his telephone number is 406-999-1111 and he is generally available from 7:00-9:00 am, Monday through Friday.
You	Thank you. While I have you on the phone, could I ask you a couple more questions?
Receptionist	Yes
You	Could you tell me a little about the company?
Receptionist	We are a construction firm that builds family homes. We have branches here and in Maple City. Our specialty is building cedar wood homes.
You	Thank you very much for the information. I will call Mr. Kilton on Monday.

COLD CALL SCRIPT #2

You	Good morning, Ms. Jones. My name is Susan Cupcake. I am seeking a position as a carpenter's helper and would appreciate a few minutes of your time. I have heard a great deal about your company and am aware of your excellent reputation in the home building industry. I recently received my Associate Degree in Construction Technology from Central City College of Technology. I also have four years of volunteer experience with Habitat for Humanity. Could we meet to talk about the possibility of employment by your firm?
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Alternate #1

Mr. Jones	I'm too busy to speak to you right now
You	I understand that you have a very busy schedule. When would be the best time to contact you?
Mr. Jones	I am generally in the office on Monday mornings from 7:00-9:00. You could call back then.
You	Thank you, Mr. Jones. I will call your office on Monday. In the meantime, may I send you a copy of my resume?
Mr. Jones	Yes, go ahead and send me your resume. My address is John Jones, Owner, Central City Cedar Homes, Sandstone Building, 818 River Drive, Central City, MT 59000.
You	I'll get my resume in the mail today. And I will call you on Monday. Thank you very much for taking time to speak with me today.

Alternate #2

Mr. Jones	I don't need anyone with your skills right now.
You	Could I send you a resume so you can keep me in mind for future openings? Do you know anyone else that may be able to use my abilities right now?
Mr. Jones	You can send your resume; I'll keep it on file. In the meantime, I understand that Lovely Log Homes in Maple City is looking for a carpenter's helper. The person you need to call is Ed Smith, the owner. He can be reached at 406-999-1313. Tell him that I referred you.
You	Thank you very much for the referral; I will contact Mr. Smith. I appreciate your keeping my resume on file. May I call back at a later date if I am still seeking a position?
Mr. Jones	Yes you may. And I'll let you know if I hear of any openings in another company.
You	Thank you. I really appreciate your assistance and the referral to Mr. Smith.