**Cold Calling, Interview Preparation, and “Dos & Don’ts”**

**Reasons for Cold-Calling:**

* Request information
* Make an initial contact
* Create interest
* Present yourself and your qualifications clearly
* Set up a meeting
* Keep in touch on a regular basis
* Give an update
* Follow up on an application

**Prepare an introductory statement**

Preparing an introductory statement allows you to organize what you want to say to an employer during the initial contact. The goal of an introductory statement is to develop a clear marketing statement that focuses on selling your skills and achievements for the employer’s benefit.

**Steps in preparing an introductory statement:**

1. Greet the employer by their name (if you know it)
2. Tell the employer who you are
3. Tell the employer why you are calling
4. Tell the employer what you can offer
* Years of experience or background
* Hard skills and credientials related to the field of work
* Hard or soft skills that will set you apart from others
* An obvious passion or enthrusiasm for this type of work

**PREPARE YOUR OWN INTRODUCTORY STATEMENT**

**LET’S PRACTICE** ☺

**70% of human communication is non-verbal!**

Rapport is established in the first 3-5 minutes of an interview or interaction

**Hiring decisions are Often Based Upon:**

* 55% Appearance (grooming, composure, body language)
* 8% What you say (words)
* 37% How you say it (tone)

**Interview Foundations**

**Be Prepared:**

* Research the company; find out as much as possible about it to give yourself the competitive edge.
* Prepare your references; don’t forget to ask them for their permission.
* Analyze the job description; what are the employer’s needs and how will your skills fit their needs.

**Know Your Skills:**

Draw on experiences from:

* Past work experience
* Volunteer experience
* Hobbies and interests
* Community involvements
* School, sports or other team activities
* Home and family

**Can You Answer These Questions?**

* Tell me about yourself?
* Describe the work you are applying for?
* Why should we hire you?
* How do your skills and experience relate to the job?
* Why did you apply for this job?
* Why do you want to work for this company?

**Interview Do’s**

* Do arrive 10-15 minutes early.
* Do dress appropriately; be well groomed.
* Do smile and be positive.
* Do maintain eye contact, have good posture and use a firm handshake.
* Do show confidence in your abilities.
* Do use a portfolio (updated resumes, references, letters of recommendations, certificates and licenses).
* Do be prepared to answer interview questions - shut the door on your troubles. Avoid talking about family or financial problems.
* Be sincere and sell yourself without bragging.
* If you don’t know something; acknowledge it and express your willingness to learn it.
* Do be a good listener, ask for clarification; if needed and be aware of nervous habits.
* Do prepare questions to ask the employer.
* Do follow up with employers after the interview- Send a THANK YOU LETTER.

**Interview Don’ts**

* Don’t chew gum or smoke before or during.
* Don’t wear heavy perfumes or colognes.

(Most places have a no scent policy).

* Don’t bring a friend or a family member.
* Don’t bring a cell phone.
* Don’t arrive under the influence or be hung over.
* Don’t disrespect an employer’s time by overstaying your welcome.
* Don’t use negative answers, criticize your old job or boss, or give one word responses. Avoid discussing politics, religion or controversial subjects.
* Don’t ask about salary or benefits.
* Don’t use flattery.