**Cold Calling, Interview Prep, and Job Fair Job Fair “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 (or Elevator Speech)**

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 credentials related to the field of work
* Hard or soft skills that will set you apart from others
* An obvious passion or enthusiasm 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?

**Job Fair Do’s**

* 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 and enthusiasm
* Do use a portfolio (updated resumes, references, letters of recommendations, certificates and licenses)
* Do prepare questions to ask the employer
* Do be prepared to answer interview questions
* Do make notes on each employer
* Do follow up with employers after the fair

**Job Fair Dont’s**

* 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 too late; some employers may leave the fair early
* Don’t arrive under the influence or be hung over
* Don’t disrespect an employer’s time by overstaying your welcome
* Don’t collect pamphlets or business cards of employers without talking to them first. MAKE THE CONNECTION!!
* Don’t wear heavy perfumes or colognes (most places have a no scent policy).

Note: These materials have been developed and adapted from a range of sources for the purpose of the Bruce County Job Search Club.