

# COLD CALLING: BEST PRACTICES

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# WHY COLD CALL?

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Convert  
unresponsive  
leads

Get active  
candidates  
scheduled quickly

Does not have to  
be a last resort!

# WHO TO COLD CALL?

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Anyone!



Especially effective for

Sales people

Recruiters

All non-tech talent



ROI is low for engineers and developers

# CHALLENGES

- Nearly 50% of all calls placed worldwide and over 25% of calls placed in the US are spam/scams –First Orion / Washington Post
- 70% of people don't answer calls from #s they don't recognize –Consumer Reports
- Spam calls are the #1 consumer complaint to the FCC
- Nearly 50% of developers report that they “hate” being contacted by recruiters over the phone –Stack Overflow

# THE THREE P'S OF COLD CALLING:

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**PREPARE**

**PRIORITIZE**

**PRACTICE**

# Before the Call: Preparation

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Always approach cold calling in an anticipatory manner. As the recruiter making the call, you should control the direction and tone of the call.

Your end goal is to

- Engage interest and schedule a phone screen
- Confirm disinterest

# Before the Call: Preparation

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## Logistics – Efficiency is Key

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- Leverage the CIA to generate as many phone numbers as possible for your unresponsive leads
- Script your voicemails – 90% of calls will end in voicemail
- Have your client fact sheet ready
  - Elevator pitch for client
  - Key skills for position
  - Location of position
  - Salary of position
- You must be prepared for the slight chance that the person wants to turn the cold call into a phone screen, instead of scheduling a future call

# Before the Call: Preparation

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## Anatomy of Voicemails

- Why you're calling (e.g. "I see that you're a [position] at [company] and clearly have skills in [x,y,z]")
- Elevator pitch for client
- Provide ways to reach you
  - Clearly state your business phone # twice at the end
  - State your name and the client you represent twice at some point during the voicemail
  - Mention that you'll follow up with an email (if you have an address)



# During the Call



Review the candidate's background – be ready to explain why you *had* to speak with them



Put yourself in their shoes – always assume you're calling them at work and ask if the time is right to talk



Avoid sounding like a sales pitch



If you're following up on an email or LinkedIn message, say so. People are then likely to immediately understand that you are a recruiter and not a scammer



Be confident – people can sense it!

# During the Call

Sell	Sell the job only if appropriate – you are not a used car salesperson
Make	Make it about them!!! •If you spend more than 30 seconds talking about the role and client, you're saying too much in the beginning.
Seek out	Seek out a personal connection
Ask	Ask questions before selling them on a position
Make	Make sure you take detailed notes

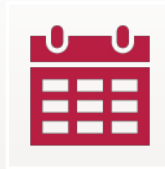
# During the Call

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## **Be honest**

Not a fit? Tell them



## **Schedule a future phone screen**

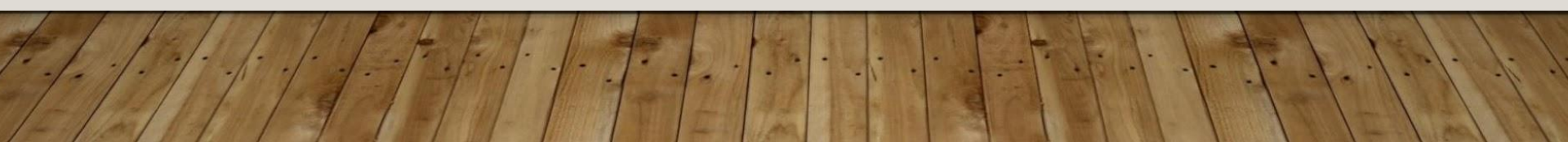
Have your calendar available – suggest a window



## **Candidate not interested?**

Ask them if they'd be open to being contacted in the future and staying connected via LinkedIn

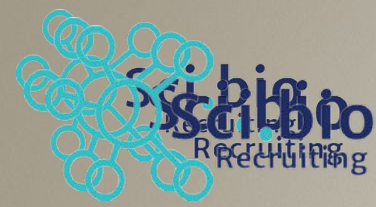
Ask for referrals





# WARM CALLIN G

WHY, WHEN AND GOALS FOR  
CALLING CANDIDATES



# Intro to Jessica and Julie cold calling experience





# SO WHY DO RECRUITERS SHY AWAY FROM COLD CALLING?

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- Perception it's sleazy and too salesy ( Wolf of Wallstreet)
- Scared of real time rejection
- Anxiety of speaking on phone without prior notice – spam
- 32% of engineers hate cold calling the most when surveyed
- How can we be effective in alignment with IQT method?
- Research reason why calling beforehand: hyper personal
- Tone on the phone is much easier to decipher ( and sense of humor)
- Who is the best candidate pool to call: marketing, sales, project/project manager, executive search (VP, Director etc)

## WHEN TO CALL:

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After sent  
outreach sent two  
times- don't let  
cold calling be the  
last- ditch effort in  
your recruiting  
process. The  
sooner the more  
effective

Time of day : NOT  
the morning.  
Anytime around  
lunch and also  
when people are  
off work  
commuting home



# WHAT AND HOW :

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- Before making a call: make sure to have a game plan. You will be less nervous and more credible
- Research, plan , practice
- Make sure to research why you are calling specific candidate- are they a referral, what experience or company is a fit for this role, what project or side work did they do that was appealing
- Then make a script! ( next slide)
- Outline what you want to say beforehand  
-making a loose script to go by is always helpful
- The more you practice the more friendly and comfortable you sound on the phone

# SCRIPT EXAMPLE

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- Hi (candidate)
- I work with Globality , my name is Jessica. I reached out to you a few times on LinkedIn and email and thought I would call since your experience(referred by , etc) matches x, y ,z that we are looking for.
- Can you chat a few mins right now? I would love to tell you more about us and the (ROLE)
- Tips
- Smile :) People can hear a smile, lifts your tone of voice
- Say candidate name 2-3 times – makes it personal
- Take a deep breath- the worst thing that happens is someone is irritated on the phone

# DEMO OF GOOD VS. BAD CALL

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## GOOD CALL

- Why I am calling
- Why you are a great fit candidate
- Goals of the call- next steps in the plan – hopefully you get candidate excited for opportunity- send resume etc

## BAD CALL

- Too impersonal
- Not enthusiastic
- No control or clear reason why you are calling
- Too pushy
- Not listening on the phone is the #1 reason candidates are turned off

# METHOD TO THE MADNESS

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- ~~Make sure to call your B list of candidates before A list to practice~~
  - What if we get an angry candidate:
  - remember we are calling professional level candidates
  - If someone is upset you have their contact number, relay we use services to find public numbers
  - If someone wants to get off the phone quick – gauge the convo : always ask for referral or thank them for their time



QUESTIO  
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