

## THE PHONE CONVERSATION: THE COLD CALL



For each telephone call go through the following steps:

### **Get Ready:**

- Make sure that you are ready to complete the entire interview- plan for no interruptions
- Get physically comfortable
- Make sure you have all interview materials at hand (Ex - call list, questions, log sheet, etc...)

### **Making contact:**

- "Smile when you dial"
- If the contact is not available do not leave a message. Take note of when the best time is to call back.
- Give a short pleasant greeting, explain who you are and why you are calling, if available provide a referral name.
- Explain how much time you intend to take.

### **Gather information:**

- Create a comfort zone- be polite and friendly
- Keep it natural and conversational- do not read from a script.
- Allow enthusiasm to show in responses
- Ask for clarification when it is needed.

### **Sign off:**

- Thank the contact for taking time to talk to you.
- Reaffirm any commitment to follow up, follow through.

### **Log it:**

- Use departmental tools to log the conversation.
- Give details on new information
- Disseminate new information to appropriate people