

Ask the Career Coach: Change Cold Calling to Warm Calling for a Conversation

How is the best way to call about possible job openings?

By [Lisa Chenofsky Singer](#)

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Dear Career Coach Lisa,

I have been in my job search for a few months with limited results—some interviews but have not landed yet. I am thinking of cold calling companies. Any advice for how to do this? Thanks,

W.T.
Short Hills

Conducting a job search for a few months can be exhausting. Typically, most individuals begin their job search on a reactive basis—sending resumes to online job postings and attending many networking groups, leaving one feeling overwhelmed. Adding “cold calling” can be a game of numbers if not done right. Typically, cold calling works better when jobs are in abundance with limited candidates—not the case in today’s job market.

You are better off planning your job search strategies. Begin by making sure your resume identifies what you do best in achievement-oriented statements. Plan and focus your search by identifying a target list of companies that appeal to you. Next, ask yourself who you know at the target companies. Understand your agenda before contacting your network. Is there an open position or do you want to build relationships with insiders for future openings (a.k.a. hidden job market)? How you approach your network will depend—you may choose to be direct for an open position or you may take time to develop the relationship for future potential openings. Either way, this contact should not remain “cold” but rather warm up over time based on your relationship building. Remember when networking, offer “how may I help you?” Networking is not a one for one exchange, but rather a mutual value exchange over time.

If you pitch your “warm” call as a conversation rather than a one-way pitch, you will capture the contact’s attention. It is the relationships that were built over time, long standing relationships, that typically help you the most during your job search. The key is to develop these relationships that will last through your job search and remain with you during employment periods as well.

“Ask the Career Coach” is a column dedicated to those who may be in transition or wrestling with a career dilemma by providing a forum for advice. We welcome your questions. Please send them to CareerCoachLisa@gmail.com.

Lisa Chenofsky Singer is a Millburn-Short Hills resident and the founder of Chenofsky Singer & Associates LLC. She offers Executive and Career Management Coaching and Human Resources Consulting, writes and speaks on job search and career-related topics. Her web site is www.ChenofskySinger.com