

Cold Calling Tips and Script

Let's get right to the point. You've done everything right up to the point [and beyond] of sending your internship or job inquiry letter. It's time to pick up the phone. Holy smokes!

Now wait just a minute. Ask yourself, what is the absolute worst thing that could happen? Ok, that *would* kind of stink. Worry not! You're already reading this and you continue to prepare in however many other ways, such as by brushing up on your phone skills and practicing with a friend.

So – in this very moment – there may well be one very specific, overarching thought on your mind: it's time to do someone a favor. Ok, maybe not yet. But the fact of the matter is that – YES! - whether they know it or not, your mission is help them realize – not what they're missing without you – but what they can gain with you.

Believe in yourself. Make the call. Script what you will say on voicemail. Anticipate the conversation flow. Either way, follow that up with an email. If you don't hear back, don't take it personally. People are busy and even more forgetful. Call again. What's the best thing that could happen? The second best? Third? The answers: a future job or internship, a job shadowing day, an informational interview, another mentor, another contact in your professional network. Surely you can make one of these happen.

Check out all the principles in the Internship Inquiry Letter template about personalizing and following through. You'll get the idea. Here's another. Happy hunting!

THE COLD CALL

Hello. My name is [your name], and I am a current student at XYZ College studying [major]. I am looking for an internship so that I can earn academic credit for a professional experience. I know [company name] has a strong reputation in the community, and I would be very interested in gaining experience in the [your area of interest] field. Is there someone specific in the [related department] department with whom you can connect me?

NOTE: Try to avoid getting put through to Human Resources and stick with the hiring managers. Again, it may be worth going for the informational interview first and up-sell them once they realize what an asset you would be and how fortunate they would be to have you commit to them.