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We are in the Recruiting Profession. The [Recruiting Profession](#) is a Sales Profession! Cold calling is part of any good Sales Professional's responsibilities. Information available on the Internet and Social Networks has actually converted most cold calls into warm informed calls.

You may have an established client base, but if you are not representing the clients your candidates want to work for, you will not have a record year in 2010!

You may have a database filled with candidates, but are they the top talent your clients want to hire? You need to continually upgrade the talent you represent and always look for qualified candidates to represent.

Top clients and top candidates don't necessarily track you down! Often, if you have worked your referral process – you do get incoming calls that result in clients and candidates. But it is critical that you cold call throughout your entire career.

Once you have mastered the basics of recruiting, you know **how** to call and you know **who** to call. You just have to schedule the time to make the calls. Our business is cyclical and now we are enjoying an up turn. Unfortunately, this will not last forever! If you say you hate cold calling it will become a self-fulfilling prophecy. Cold calls are a means to an end!

It is worth learning how to effectively cold call if you want to continually improve your income and profits. Just think of what you would be producing if you were still making the number of cold calls you did when you first entered our profession. The results would be amazing!

When it comes to cold calling what is the worst thing that can happen?

- You Get Rejected
- The Person is Rude or Irritated
- The Person hangs up

SO WHAT – NOW WHAT!

They don't know you or what you could do for them. If they did, they would talk to you! You could change their lives for the better! Candidates – we are their FREE Jerry McGuire. Clients – we bring top talent to them that they could not attract on their own.

When you cold call, you must focus on the WIIFM of the person on the other end of the telephone. Their "What's In It For Me"

WWD (What We Do) cold calls don't work unless the person understands how "What you do" can benefit them. They will not be receptive.

When a candidate or client rejects me – I feel sorry for them because they don't realize what I could do for them. They also don't realize the level of service and results I would have provided for them!

The beauty of what we do is it is primarily done over the phone! It's not like someone is slamming a door in our face. They may hang up the phone – but who cares?

Your top client in 2010 could be someone you have never talked to! You don't want to only service your current client base. Ask every single candidate where they want to work and make sure you are representing the HOT companies.

Here are nine tips to make cold calling more enjoyable...

TIP #1 - Practice your initial pitch before you start to make calls. Would you listen to the call if you were on the other end of the phone? Preparation makes cold calling much more effective because you are actually making warm informed calls.

TIP #2 - Show your personality and try to have **fun**. It's a proven fact that individuals like to buy from people they enjoy. Don't be overly professional – try to enjoy these calls.

TIP #3 - Know something about the person and company prior to your call. The person on the other end of the line will be more receptive if they realize you have done your homework!

TIP #4 - Expect to be successful. Your goal in any cold call is to either make a sale or get personal and business information that will make your next call easier.

TIP #5 - Write down detailed notes with each cold call because they will enable you to make an informed follow up call the next time around.

TIP #6 - When you ask your contact when you should follow up with them, divide the timeframe they give you by two. They won't remember what they said.

TIP #7 - As part of your cold calling approach, combine that with emails, direct mail and more of a consultative approach versus a vendor approach. You are attempting to identify a problem you can solve!

TIP #8 - Track your personal statistics. Numbers don't lie and it is great to know exactly how many calls you have to make before you experience success. Rejection is just the path to success!

TIP #9 - Make sure you study the ten top Candidate and ten top Client Objections and have answers prepared to overcome them. Preparation is the best way to overcome the fear of cold calling.

You want to control your destiny by the proactive calls you make each day vs. the passive incoming calls. Follow these tips and you will enjoy better results!

Barb Bruno, CPC, CTS is one of the most trusted experts, speakers and trainers in the Staffing and Recruiting Professions. If you want to receive FREE bi-weekly training articles from Barb, go to www.staffingandrecruiting.com and sign up for her **NO BS Newsletter!** Barb Bruno, CPC, CTS has spent the last twenty years focused on helping Owners, Managers and Recruiters **INCREASE their Sales, Profits and Income!** Her [Top Producer Tutor](#) web-based training program jump starts new hires and takes experienced recruiters to their next level of production. Barb just released her cutting edge program [Candidate Next Step \(CNS\)](#) which provides you with a Customized Career Portal in less than 10 minutes. CNS turns the 95% of Candidate you Don't Place into Passive Income and eliminates the Greatest Time Waster in your Business. If you'd like to contact Barb, call **219.663.9609** or Email support@staffingandrecruiting.com