

## **The Telephone Call**

**Initial contact** – This can happen in a number of ways and each is equally important. You only get one shot, so make it count:

The initial telephone call – This may be a response to an advertisement, cold call or a recruiter calling you. Either way, you have to convince them to invite you in for an interview.

**Don't** pick up the phone without a script. You need to think about the questions that may be asked and the descriptive targeted answers you can give. By a script I mean a list of six to eight bullet points that will jog your memory, allow you to go to your C-drive/brain and retrieve the relevant information. If you can deliver six positive/targeted statements in five minutes, your chances of getting an interview improve dramatically.

When interviewers start to ask you seemingly casual questions, your answers will determine whether or not you will get an interview. You must be prepared and sound confident and competent, in a natural but positive way. Be the sort of person they want to invest their time in by interviewing you.

Remember this contact is one dimensional, auditory. Make sure that what they hear in your voice sends out a positive signal about you, be positive smile when talking. Sound upbeat and modulate your tone and pace. Sit up straight, or even stand up, if it gives more strength to your voice.

**NB!** – If you are applying for lots of jobs keep a log of them. As in job title – agency – recruiters name – what caught your eye. Nothing annoys recruiters/HR personnel more than when we ring you with a potential opportunity (our number 1 concern) and you go: sorry what job was that, oh did I apply for that? You have just gone from potential candidate to desperate and disinterested! So be proactive and on the ball.

Good luck in your next interview, James E Lynch