

Cold Calling Sample Scripts

What is Cold Calling?

Cold calling is connecting with a person whom you've never met before. Making a cold call to arrange an informational interview can be intimidating, but it doesn't have to be. The trick with making a successful cold call is to be personable but respectful of the individual and their time. Before making your call, be sure to do your research. Know a bit about the person you are calling, the company they work for and the industry you want to learn more about. Try to find them on LinkedIn or the company website. The best cold call is an informed one.

Cold Calling vs. Cold Emailing

There are different and sometimes opposing views when it comes to whether a cold call or cold email is most appropriate. Some argue that making a cold call instead of a cold email is probably your best bet at landing an informational interview. Many individuals receive hundreds of emails a day. Emails are less personable and are easily lost in one's inbox. A phone call is more personable because it shows that you took the time to thoughtfully contact the person because of your genuine interest in their career.

The other side of the argument is that a cold email may be best, as it is the main form of communication in business today. Some employers may feel caught off guard if you call them. However, sending them a well-constructed email may give them the time to think about your request and be able to respond without feeling like they are put on the spot.

Context will be important to consider when making your decision to start with a cold call or cold email. Consider factors such as what the person does for a living, what you know about their schedule, etc. You may want to contact the company receptionist and ask what the best way to reach that individual.

Cold Calling: Sample Script

Sometimes with cold calling, you'll run into problems like making it past reception or having to leave a voice mail message, sometimes more than once. Below is a sample script of a student conducting a cold call to set up an informational interview. This is by no means a script you have to go by. However, when you make your own cold call, it's a good idea to have your own script in front of you, but DO NOT sound scripted when speaking with your contact. Make sure you are using proper tone and inflection. You want to sound engaged and interested in the conversation.

Reception: Be polite and brief, try to get the voice mail of the person you're interested in speaking with.

Good Morning/Afternoon Mr./Ms. _____. My name is Song Chen and I am a second year Biology and Pharmaceutical Chemistry student at the University of Guelph. I was wondering if I could speak with Mr./Ms. _____.

...

If Mr./Ms. _____ is unavailable, may I leave a message on their voice mail?

Leaving a Voice Mail: Give them a bit of detail, but leave the ball in your court in order to follow up.

Good Morning/Afternoon Mr./Ms. _____. My name is Song Chen and I am a second year Biology and Pharmaceutical Chemistry student at the University of Guelph. I am interested in learning more about the pharmaceutical industry and speaking with people like yourself who have worked several years in the field, particularly in research and development. I would appreciate hearing about your career and knowledge of the industry. Perhaps we could arrange a brief meeting. I can be reached at 519-555-5555. If I haven't heard from you by the end of the week, I will try contacting you the following week. Thank you for your time and I look forward to hearing from you. Again, this is Song Chen and my number is 519-555-5555.

Leaving a second voice mail: Remind them of your first call and reiterate your contact information.

Good Morning/Afternoon Mr./Ms. _____. This is Song Chen following up with the message I left for you last _____ (specific day and time). I was wondering if you had 20-30 minutes to meet to talk about research and development in the pharmaceutical industry. I would really appreciate hearing your thoughts and expertise. I can be reached by 519-555-5555. If email is easier for you, please feel free to email me at schen@mail.uoguelph.ca. Thanks again and I hope to hear from you soon.

Provide context where you can: i.e. where you heard/found their name.

Example 1:

Good Morning/Afternoon Mr./Ms. _____. My name is Song Chen and I am a second year Biology and Pharmaceutical Chemistry student at the University of Guelph. Ms. Jennifer Wheatly from ABC Lab recommended I speak with you regarding your knowledge and expertise of the pharmaceutical industry...

Example 2:

Good Morning/Afternoon Mr./Ms. _____. My name is Song Chen and I am a second year Biology and Pharmaceutical Chemistry student at the University of Guelph. I found your name when I was conducting research on the Bayer website and LinkedIn and noticed you're a University of Guelph alum with extensive experience in the pharmaceutical industry...

Reach the person:

Good Morning/Afternoon Mr./Ms. _____. My name is Song Chen and I am a second year Biology and Pharmaceutical Chemistry student at the University of Guelph. I found your name when I was conducting research on the Bayer website and LinkedIn. I noticed you're a University of Guelph alum with extensive experience in the pharmaceutical industry. I am interested in learning more about the pharmaceutical industry and speaking with people like yourself who have worked in the field for several years. I was wondering if we could arrange a time to meet. If I could have 20-30 minutes of your time to ask you some questions about your career and the research side of the pharmaceutical industry I would appreciate it.

Yes: Arrange a mutual time to meet

No: *“Well I appreciate you speaking with me; I understand you’re very busy. Is there anyone else you could refer me too who might be able to speak with me regarding the pharmaceutical industry?”*

Cold Email: You can add more detail in an email, but remember to be summative.

Dear Mr./Ms. _____,

My name is Song Chen and I am a second year Biology and Pharmaceutical Chemistry student at the University of Guelph. I found your name when I was conducting research on the Bayer website and LinkedIn. I noticed you’re a University of Guelph alum with extensive experience in the pharmaceutical industry. I am interested in learning more about the pharmaceutical industry and speaking with people like yourself who have worked in the field for several years.

Areas of interest I would particularly like to learn more about are (1) comparison of the pharmaceutical and biotechnology industries, (2) the types of ethical issues within research and development, (3) future growth of the pharmaceutical industry.

I was wondering if I would be able to have 20-30 minutes of your time to learn more about these issues. I understand that you have a very busy schedule as a Researcher, so if it is difficult to meet in person, perhaps we could connect over the phone.

Thank you and I look forward to hearing from you.

Song Chen

Further Information:

Remember to be professional and considerate of the individual’s time. If the individual is unable to meet with you, don’t take it personally. Make a list of individuals you’re interested in speaking with and contact several people in the industry you are targeting. That way, perhaps you’ll be able to speak with a handful of individuals and start to make contacts in the field. For an additional resource, read [How to Land and Ace an Informational Interview.](#)