

Cold and Warm Canvassing

Don't wait for jobs to be advertised. Inquiring about possible jobs can put you ahead of the competition and show potential employers you are keen.

When you 'cold canvass', you haven't met the person before and you don't know if there is a job vacancy or not. You are going in 'cold'. Don't expect to be successful the first time you cold canvass, but it is a great way to start presenting yourself professionally.

When you 'warm canvass', someone has given you information about someone who they think can help. Maybe there is actually a job available! In any case, your chances of being employed are increased when you engage in warm canvassing, but there are no guarantees.

Cold Canvassing scenario: Also called 'cold calling'.

Ricky has almost completed a course in Hospitality and he has seen a café inside a large department store that he thinks he would like to work in. He doesn't know the owners or any of the people who work there. He decides to drop in after school when it is a bit quieter and asks to speak to the owner. The owner has left for the day but the manager offers to talk to him. Ricky tells the manager that he is available for work and offers to leave his resume. The manager tells him that the owner will be in the next day and she will be sure to give him Ricky's resume as one of their staff had just left.

Warm Canvassing scenario: Also called 'warm calling'.

Ricky goes back to the café the following afternoon and the owner is there. The owner talks to Ricky for a while, then tells him that unfortunately he has already filled the position, but he will let him know if something comes up. He suggests to Ricky that he talk to another café owner down the road, and writes down his name on a piece of paper. Ricky goes straight to the other café and explains that he was sent over by the owner of the first café. 'That's great, says the second café owner, 'I need someone right now – when can you start?'

Information also available on <http://careers.angliss.edu.au>

Tips for cold and warm canvassing

- Find out as much as you can about the company/or person you want to meet and talk to before making contact.
- Make contact by emailing, phoning or just dropping in, depending on the kind of organisation. A small, family-run business will probably prefer someone to drop in when it is not too busy, while larger organisations prefer a more structured approach (e.g. via an introductory email).
- Unlike an information interview (see Information Interviewing), when you are canvassing you will say you are seeking work, but if they have nothing available you can also use this as an opportunity to ask questions and seek advice.
- Always be prepared to talk about yourself (see *Introducing Yourself – The 'Elevator Pitch'*) and to provide valid and thought out reasons why you want to work there.
- Have a copy of your resume with you, in case it is asked for. (If not, offer to leave it.)
- If they don't have a suitable position for you, always ask if you can leave your contact details anyway, or whether you could ask again at a later date.
- Also ask if they know of anyone else who is hiring staff, or who else you could approach.
- Accept rejection as part of your learning – see everything you do as a step in the right direction as you develop more confidence and skill in job searching.
- Thank them very much for their time.