

Press Release

The Five O’Clock Club

300 East 40th Street – Suite 6L New York, New York 10016
Phone (212) 286-9332 Fax (212) 286-9571 Email: PR@FiveOClockClub.com

FOR IMMEDIATE RELEASE

Contact: Jared Kreiner, Publicity
Richard Bayer, Ph.d
Tel. 212-286-9502
Fax 212-286-9571
www.FiveOClockClub.com

Study: Picking Up the Phone Job Hunters Consider “Telephone Reluctance” a Major Obstacle

(New York)— “Most people find it difficult to make those follow-up phone calls after sending resumes and cover letters,” says Dr. Richard Bayer, Chief Operating Officer of The Five O’Clock Club. Job hunters were recently asked to rank 15 job-search problems, and surprisingly “Difficulty in Making Phone Calls” placed near the top of the list for both male and female job hunters, (the shaky job market was considered the biggest problem). Almost all job hunters have trouble picking up the phone but unlike the shaky job market, which is beyond our control you can overcome telephone reluctance. Making follow-up calls is proactive and increases your chances of landing interviews. Making calls pays off!

Bayer explains why this is such a difficult part of the job search process: “When you call friends, if you don’t reach them right away, you assume they are busy. But unemployed people are typically insecure and take it personally when they calls aren’t returned. Our experience at The Five O’Clock Club has been that hiring managers show a preference for candidates who do aggressive follow-up, providing they do not leave messages asking the hiring manager to return the call.”

In response to the survey results, The Five O’Clock Club prepared the following guidelines for making phone calls to prospective employers.

- GETTING YOUR TARGET ON THE PHONE
- 1. **Don’t leave a message** - The Five O’Clock Club tells job hunters that it takes an average of seven or eight phone calls to get a meeting. Don’t be discouraged! Chances are the hiring manager will not

--more--

Study: Picking Up the Phone-Page2

return your calls, and leaving a message every time would be a nuisance. Always be friendly with the secretary. If the secretary suggests leaving your name and number for the boss to call you back, explain that you will be in and out and hard to reach: you will call again. After the first call, try not to leave your name again.

2. **The secretary can be your ally** - The secretary may be a great help. Talk as if you were conducting normal business. For your first call, leave a message that you called. After that, do not leave a message. Instead, keep calling back. Keep the ball in your court. Sometimes you can get the secretary to set up a meeting for you: "I really wanted a few minutes of his time (Here's the reason why.) I was wondering if you could facilitate the process. Do you arrange his schedule for him?"
3. **Make sure your paperwork gets to the boss** – "Do you know if Mr. Jones read my letter? Could you please make sure it gets put in his "to read" pile? If not I can fax you a copy."

• HOW TO CONDUCT YOURSELF DURING THE ACTUAL CALL

1. **Establish a relationship** - In your greeting establish the basis for the relationship. For example, "Hi. This is Steve Searcher. I've researched your company and I am so impressed with your bold move into the European market, this is of particular interest to me."
2. **Ask open-ended questions to stimulate dialogue** - If you do all the talking it's not a conversation. "I'm so impressed with what you are doing...I'd love to hear more about how you did that."
3. **Let your cover letter be an outline for the phone call** - Your cover letter should be an outline of the most important points for your phone call: why you want to see the person, your background, and your key accomplishments .

Dr. Bayer points out this comforting reality to all who suffer from telephone reluctance: "We've had plenty of job hunters who finally got meetings after 20 phone calls. Even in those situations, hiring managers have said "Thank you for being so persistent."

The Five O'Clock Club is the nation's premier career counseling network. It is the only career program in which members meet with professional counselors and peers on a regular weekly basis in a friendly, club-type format. The Club offers small group career counseling across the U.S. and Canada.

###