

# Task: Conducting a “Cold” Call Asking for a Guest Speaker

## 6 Do's of Making Cold Calls

1. Do recognize that even when you hear "no," you still gain valuable insight that can help refine your approach. Think of cold calling as informal market research. It's a powerful way to learn about who your best prospects are and how they think. Listen to what people say and put that to work.

2. Do be brief. It's hard enough to get someone to take your call and listen beyond a few seconds. The last thing you want to do is launch into a lengthy, convoluted message. Get to the point. Skip the "how-are-you" lead-ins that sound insincere anyway. Prospects appreciate directness. State your purpose, what's in it for the customer and your request (a meeting, for example), in as few sentences as possible.

3. Do be positive and prepared. Know who you're calling and what you plan to say. Cold-calling expert Mark Fortune, with the Wellesley Hills Group in Framingham, Mass., compares a cold call to a coin flip. The choices and information should be that clear - either heads or tails; yes or no. But he recommends a slightly ambiguous message to engage the prospect in conversation. "Remember, trust is missing in every cold call," Fortune said. If prospects can ask questions and receive answers, you'll build trust.

4. Do be "real" - be yourself. Nobody likes a canned, robotic message. Especially in a business-to-business, or service-type business where you're looking to build long-term relationships, you'll benefit by being authentic.

5. Do carefully craft your message. Being "authentic" doesn't mean shooting from the hip. You still want to prepare a message that sounds interesting, natural and avoids industry buzzwords, jargon and clichés. Well-chosen words make prospects more comfortable.

6. Do leave a brief but detailed message if you get voicemail. Give your name and number, then say why you've called, and repeat your name and number.



## 6 Don'ts of Making Cold Calls

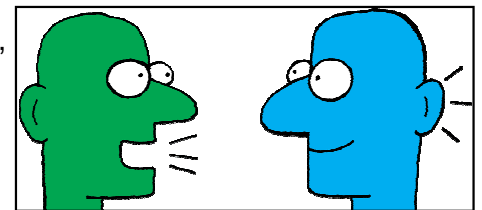
1. Don't be rigid. Each person is different, and the conversation might take turns. Be prepared to ask more questions and adjust your message to the situation.

2. Don't forget that it's all about what's right for the customer, and not just about making the sale. Tailor your approach and let them know you are OK with it if they decline, if that's what's best for them.

3. Don't focus on the "close." Sure, you want to get a meeting or make a sale, but what you're really after is the truth of where the prospect stands, so make it easy for them to tell you.

4. Don't try to counter all objections. That's likely to generate resistance. Instead, dig a little deeper to find out what's really behind the objection.

5. Don't hang up without suggesting some type of follow-up - another call, a meeting or something.



6. Don't take it personally. Prospects who say no - and there will be lots - aren't rejecting you personally. They are just saying the product or service is not a good fit for them right now. Move on. Somewhere out there are customers who will say yes.

# Task: Creating a Confirmation Email

**Congratulations!** You have successfully scheduled your guest speaker. Your next step is to send a confirmation email to your guest reminding them of their appointment. While this may sound simple and straightforward, there are some key items that are commonly overlooked.

## Items to Consider:

- Professional email address  
Taking a little time to think about how your email looks from the standpoint of the recipient can go a long ways toward presenting a professional image.
- Subject line information  
Some professionals receive hundreds of emails each day. Be sure to include the basis for your email in the subject line.  
*Confirming your appointment with Jill Doe-Veterinary Science Student*
- Keep your email short and to the point.  
Industry professionals will appreciate your respect for their time if you keep your communications short and productive.
- Address the recipient by their title and name  
Dr. Smith, Mr. Smith, Ms. Smith, etc.  
When you use someone's name, it shows you see that person as an individual.  
When you remember it, it shows your interest in and respect for that individual.  
In\_business, knowing someone's name can make a difference in how that person feels about you and your brand.



## Items to Include in your Email:

- Thank the recipient for taking the time to meet/speak with you
- Tell the recipient how much you are looking forward to their presentation.
- Be sure to include the subject topic.
- Remind them of the date, time and location of the meeting.
- Give them instructions on how to contact you if additional assistance is needed.

## Example Email:



Good Morning Ms. Smith,  
Thank you for taking the time to meet/speak with me yesterday. I am looking forward to hearing you speak about veterinary technician career pathways on Monday, August 17th at 8:30am in the CAVIT Veterinary Science classroom. If you require any assistance in finding the location please contact me via email or on my cell at (555) 555-5555.

Sincerely,  
Jill Doe

\*\*\*\*\*Remember, sending an appointment confirmation email not only helps make your schedule more predictable but also adds a touch of professionalism to your interactions.

# Task: Providing Closure After Career Speaker Finishes Presentation

## Providing Closure:

You, as the student, should give instructions **prior** to the guest arriving that time should be allowed for questions (if they give permission). After the questions have been asked and answered, you as the host should stand and move next to the guest speaker. Ask the speaker if the students in the class would be allowed to e mail them with more questions. We often think of a question **after** the presentation. Thank them for giving up time out of their busy work and personal schedule to visit with the class and for sharing information about their career field. Then shake their hand. You as the host should ask/tell the class to say a big “Thank You”.



## Escort Them to the Front of the School:

You then mention to the guest that you will escort them to the front of the school to leave. Ask the guest if you can assist them with any items. Shake their hand and thank them again for visiting and wish them the best in their future endeavors.

## 5 Examples of Leading Questions to Ask:

- What motivates you to be successful?
- What are you doing personally or professionally to maintain success within your career?
- What is one behavior habit or trait that can derail someone’s success in your career field?
- Can you give an example of when you had a bad day at work? How did you handle it and did you grow from it?
- How does a person advance in your career field?

## 5 Examples of Leading Questions *NOT* to Ask:

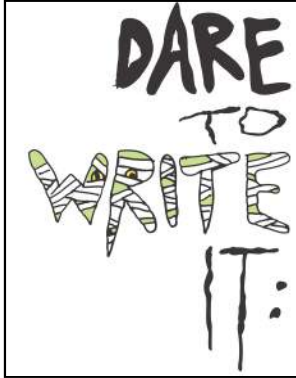
- How much do you make/earn?
- Are you married? If so, why or why not?
- Basically anything that could create “headline news”.
- Do you work too many hours?
- How much vacation time do you get?



# Task: Writing a Thank You Letter

**Congratulations!** You have made it to the final stretch! Look at all that you have accomplished-conducted a “cold” call asking for guest speaker, created a confirmation email to guest speaker, made first contact in the front office and escorted your guest to classroom and conducted “small talk”, introduced speaker to class, lead questions, provided closure and escorted speaker out to the front of the school after their presentation.

Whew! That was quite a lot. Go ahead and give yourself some pats on the back, but you are not done yet. Your final step is to create a thank you letter, but WHY?! Did you know that the thank you letter is a simple formality that most individuals don't follow through with, and it can seriously impress employers!



## Items to Consider:

- Email vs. Snail Mail  
Send both! The email gets there fast, but the snail-mail thank-you letter leaves a lasting impression that lingers longer. This has the potential to leave lasting impressions on potential employers. The snail-mail thank you showcases your writing and shows you will make the extra effort.
- Make it Genuine  
Don't write it ahead of time; include some tidbits from the presentation and let the speaker know what you felt was most powerful and why.

## Items to Include in your Email and/or Letter:

- Thank the recipient for taking the time to meet/speak with you.
- Tell the recipient how much you enjoyed their presentation.
- Tell the recipient that you would like to keep in contact.
- Keep doors open in the future.

## Example Email and/or Letter:

Good Morning Ms. Smith,

Thank you for taking the time to speak to my class this morning and discussing potential career opportunities for veterinary technicians. I had no idea there was the potential to become a Veterinary Technician Specialist in animal behavior! I have an interest in behavior and think this is a career path I may consider exploring; thanks for the information!

My instructor, the other students and I truly enjoyed having you in class and hope you will consider participating in other events hosted by the veterinary science class.

Sincerely,  
Jane Doe



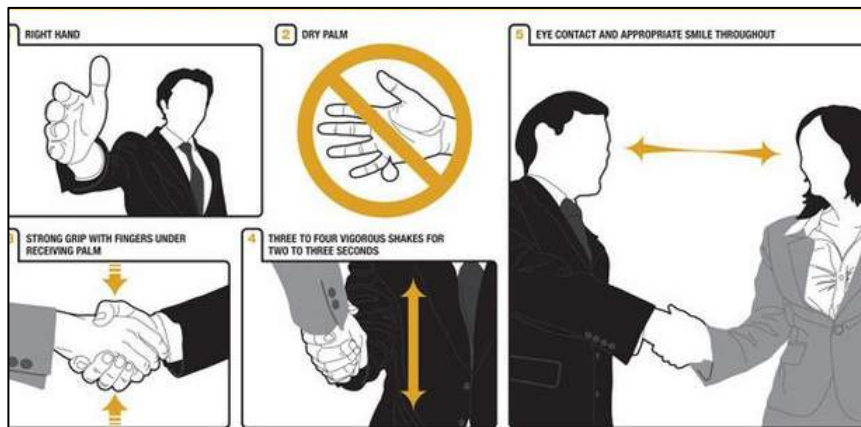
# Task: Making First Contact in the Front Office, Escorting to Classroom, Conducting “Small Talk”, and Introducing Speaker to Class

## Making First Contact in the Front Office

First impressions matter and are so important that when you greet your guest at the front office it should set a positive tone to their visit.

### Important points:

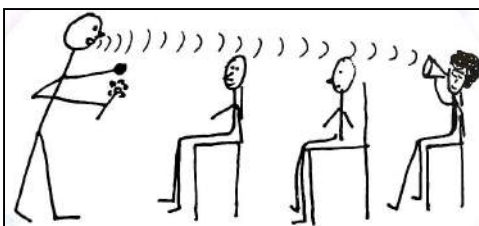
- Be there to greet them when they arrive.
- Smile and maintain eye contact.
- A firm handshake upon approach of your visit.



Introduce yourself and thank them for coming.  
Your tone of voice should be friendly and inviting.

**Escorting the Guest to the Classroom.** You should have “small talk” with your guest while escorting them back to your classroom. Small talk includes topics such as the weather or the event that they are attending.

**EXAMPLE:** You: I was reviewing your biography and saw that you once volunteered in Africa, how was that experience?” It is best to avoid conversations about personal health, religion and politics; those are inappropriate topics with a guest.



**Introducing your Speaker to the class.** Start by getting your audience attention with “good morning” in a nice projected tone of voice, that will get their attention so that you may begin your introduction. The introduction of your speaker to the class should be interesting facts about your speaker but not their whole biography. The introduction should excite the interest of the audience.

**Example:** “Hello everyone I would like to introduce Mrs. Washington, who is a Radiology Technician. Mrs. Washington works for Banner Hospital and has been in her field of work for 30 years. She is going to share her experience as a Radiology technician with us, and some of her experiences, such as her volunteer experience in Africa.

# Task: Say Yes to Professional Dress!

## What To Wear

### Males:

- Black or blue dress pants
- Collared dress shirt (lighter colors, long sleeved)
- Tie
- Black or blue dress socks
- Black dress shoes
- Suit Jacket (preferred)

### Females:

- Black or blue dress pants or skirt
- Conservative dress
- Collared dress blouse or shell dress blouse (tucked in)
- Panty hose or knee highs
- Closed toed pump heels



## What Not To Wear

### Males:

- Jeans, Dickies, khakis
- Tshirts, Polos, Wild Colored shirts
- White socks, short ankle socks
- Tennis shoes, Van's, cloth black shoes
- Too much or scraggly facial hair
- Tattoos, piercings

### Females:

- Too tight, too small, too short, too revealing
- Dark undershirts/camisoles underneath light colored blouses
- Black panty hose (depending on the outfit)
- Formal wear, prom dresses
- Spaghetti straps
- Spiked, very tall high heels or sandals
- Too much makeup or jewelry
- Hair in the face
- Tattoos, piercings

