

Chapter 1

Cold Calling as a Strategic Tool to Improve the Recruitment and Selection Processes

Shivani Agarwal

 <https://orcid.org/0000-0002-3205-552X>

KIET School of Management, KIET Group of Institutions, Delhi, India

Priyansh Teotia

KIET School of Management, KIET Group of Institutions, Delhi, India

ABSTRACT

Cold calling has been an essential tool for decades in marketing of goods and services. On the other hand, with time, recruitment and selection has become a hectic and hefty task for organizations. This report tries to highlight the scope and importance of cold calling in recruitment and selection. It also highlights the effectiveness and efficiency of recruitment agencies and their proficiency in finding the best possible candidate. It also tries to find the importance of various factors like company image, remuneration, job position, etc. that shape the attitude of a potential candidate towards a job offer. The chapter also puts focus on the skills of the sales representative that have an important effect in shaping the attitude of a prospect towards the job opening.

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1. INTRODUCTION

1.1 Cold Calling in Recruitment and Selection

Cold-Calling has been an indispensable part of selling for decades and with the advent of technology and digital media, it too has adapted itself and took up on new roles. But before looking into the role of Cold Calling in process of Recruitment and Selection, we shall first proceed with enlightening ourselves with the terms Cold Calling, Recruitment and Selection.

1.2 Cold Calling

Maney, K. (2003) mentioned that Cold Calling, as we practice it today, was first archived in 1873 by John Patterson, who was the author of the NCR Corporation.

Today, we've got a good range of recent instruments and techniques yet by the day's end, selling continues to be best depicted as a procedure of proactively meeting outsiders, fascinating them with regards to changing part or all of the way within which they maintain their business, at that time persuading them that a sale of your item or administration will create important advantages for them. That hasn't changed.

Now a days, cold calls are very common in marketing environment that use predictive dialers, to make high number of calls everyday. Cold calls are considered not as efficient as other, low noticeable, or more "warm" methods of the primary outreach.

Repetitions can enhance the possibility of a cold call by forming credit with the lead in advance. It can also use social media sites like Twitter or LinkedIn to deliver messages, leave comments and likes, and collect facts that they can reveal during the exchange. Numerous sales tools that exhibit background information about the organization, as well as any lead history before each call, so repetitions can get an understanding and build fluency without added work that can harm their sales productivity.

1.3 Recruitment

Recruitment process may be a process of recognizing the roles vacant places, examining the task requirements, screening, reviewing applications, shortlisting and selecting the correct candidate.

To increase the efficiency of hiring, it's recommended that the HR team of a company follows the five best practices (as shown within the following image). These five practices ensure successful recruitment with none interruptions. additionally, these practices also ensure consistency and compliance within the recruitment process.

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