

NOT GETTING YOUR CALLS RETURNED?

ARE YOU A PAIN IN THE A**?

THE 5 KEYS TO EFFECTIVELY
STAYING IN CONTACT
WITHOUT BEING A PEST

WRITTEN BY JESSICA SITOMER
THE GREENLIGHT COACH
FOUNDER OF THE INSIDER CIRCLE
COACHING FOR MORE CLIENTS, MORE MONEY, MORE SUCCESS

Are You a Pain in the Ass?



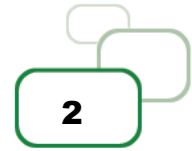
Published by The Greenlight Coach, Inc.

No part of this publication may be sold, reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without written permission of the publisher.

For information regarding permission, write to:
The Greenlight Coach, Inc., 10300 W Charleston Blvd. Ste F18
Las Vegas, NV 89135

ALL RIGHTS RESERVED.

© Copyright 2018 Jessica Sitomer



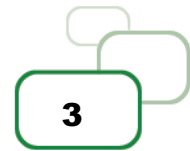
Before I reveal the 5 keys to effectively staying in contact without being a pest, annoying, impolite, aggressive, needy, desperate, and a pain in the ass, let's identify who these people are:

1. The Annoying Guy- this Guy has nothing to contribute, always wants something from you, and constantly has a personal agenda. He lingers, talking about how bad everything is, how no one is giving him work or a chance, and he's filled with excuses that have nothing to do with his attitude. Not only do people not want to work with The Annoying Guy, they don't want him around.

2. The Pest- this is the Annoying Guy with wings. Like a gnat, The Pest is annoying, troublesome, doesn't listen to what is being said, doesn't recognize a no. People want to swat The Pest away.

3. The Rude Chick- this is the Chick who's just impolite. She doesn't care about anyone's schedule, family obligations, or exhaustion level. She's got her agenda and she will call at inappropriate times, interrupt without apology, and talk on her cell phone loudly, in public, about being what she does hoping someone will notice and ask her about it. People want to slap the Rude Chick.

4. The Aggressive Dude- this Dude stands way too close, speaks too loudly and too fast, and will not take no for an answer. He tries to strong-arm people into working with him, sometimes with subtle physical threats or even blackmail. When



he doesn't hear the answer he wants, he keeps pushing, refusing to hear what's being said to him. Not only do people avoid the Aggressive Dude, they warn other people to do the same.

5. The Needy Woman- this Woman is pathetic. She walks slumped over, with a look of despair plastered on her face. She is whiny, clingy, and prefers to beat around the bush about what she needs instead of asking for it. People often use this Woman for freebies but never pay her for her work.

6. The Desperate Man- This Man just makes everyone around him uncomfortable. He thinks he's hiding his desperation, but it's seeping out of his pores making him appear creepy. He uses tactics such as: guilt tripping, begging, bribing, and sometimes crying. People need to shower after being around Desperate Man.

7. The Pain in the Ass- to be The Pain in the Ass, you simply have to be one of the above or any combination, for a long period of time. Anyone can have a period of desperation, neediness, etc., it's when it goes on and on and on, that others' frustration level gets to the point that the names above are too kind for you, they must use an expletive.

Did those definitions seem harsh to you? If you answered YES, you probably feel you fall into one of those categories. Let me be perfectly blunt- YOU DON'T. Anyone, who fits one of those definitions, would never buy a book like this. The worst-case scenario, you're Paranoid Guy or Needs-to-be-Perfect Girl and that will be fixed with the direction from this book.

Are You a Pain in the Ass?



If you think really hard, you've met some of these people, and you know they would never read this book, because they're clueless that they are a pain in the ass!

You on the other hand, are a considerate business person, who wants to follow up appropriately and effectively. Because you don't know how to define that, you exaggerate the label that you put on yourself to fit into one of the categories above.

In this book, I will give you 5 Keys to Effectively Stay in Contact with people. Once you put any of these keys into practice, you will be viewed as a professional doing your job of marketing yourself and maintaining your relationships.

As an extra value from me, to eliminate drama for you, I've added a Bonus Key.



Key #1: Understanding Effective Contacting

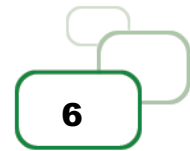
The key to effective contacting is the relationship you are creating. Therefore, you must understand why relationships are so important:

- **People have money, jobs, and reputations on the line.**
- **People have to know, like, and trust you**
- **People have to spend a lot of time with you when you work together and therefore, want to know that you have like-minded sensibilities**

To effectively contact someone, you must first understand his/her point of view. Someone who works 5-6 days/week, 10-14-hour days, has a family, a hobby, a car that needs an oil change, a garage door that needs fixing, people coming in from out-of-town, and a need to exercise to relieve stress, doesn't have time for small talk.

The second thing you must understand, is that someone who is working like this, gets contacted by tons of people. There is not enough time in a day to call them all back, especially if they are simply calling to say, "I'm available," or "just checking in."

The third thing to understand, is that people don't like having to say, no. They especially don't like being put on the spot and having to say, no.



Effective contacting is using the above knowledge to create a plan for following up and maintaining relationships in a professional and respectful way.

Working professionals understand that it is your job to stay in touch with them and seek work or sales. Use the following keys to make it an enjoyable experience for everyone involved.

Key # 2: Deliver New News

New news is ANYTHING going on in your life that is updated since the last time you spoke with the person you're calling.

If the thought pops into your head, "But I haven't worked since the last time we spoke," then don't talk about work. What else is going on in your life?

There has to be something that is new and interesting or:

- **You are being too hard on yourself**
- **You have to go out and do some interesting things, so you have something to talk about**
- **You should start a journal of 3 daily successes, so you can recognize what is new and worth talking about**

Samples:

Hi _____,

I'm calling to let you know that I am working today on _____ and wanted to see how things are going on your show.



Hi _____,

I just got back from a sailing trip. The kids had a great time fishing and the wife, and I caught up on some much needed relaxation. Let me know when you have some time off, I'd love to have you and your family out on the boat.

Hi _____,

I just got back from the movie _____ and it reminded me of you because _____.

Hi _____,

I just got a (insert some fun new toy here) and you'd be amazed by what this thing can do, like _____. Give me a call back, I'd love to give you a demo.

Key #3: Give Them Something They Can Say Yes To

When you don't have the kind of relationship with someone where you are the first, second, or third person on their mind to hire or purchase from, be fair- don't put them on the spot by asking for work or a sale.

Ask for something they can say yes to:

- **Advice**
- **A set visit**
- **Feedback on your marketing materials**

By asking for something they can say yes to, they know you're looking for work, so if they have something, they'll offer it. If they don't, you just deepened the relationship by allowing them



to say yes, to something else. Saying yes, makes people feel good. You've just created a win/win situation.

Key #4: Ask Useful Questions

If you are out of work or not making sales, you need to be asking working/sales people questions about how they are getting work or sales. Why? Because they know something you don't.

Successful people leave footprints that you want to follow. They're not always good at seeing what they've done right, so you need to master your interviewing skills.

Watch television interviewers and see what questions they ask to probe important and revealing nuggets. Professionals, like Donny Deutsch, are great at finding out where people's rock bottom was and how they rose to the top.

Don't be afraid to ask questions as long as they are questions to which you really want the answers.

The quality of the questions will determine where you are in your career.

- **Explain where you are stuck, and ask if they have suggestions as to how to overcome your obstacles**
- **Ask about a technique, skill, or piece of equipment**
- **Share your target lists with them to get referrals**

It's okay to ask the same questions over and over. You will either find that different people give you completely different



answers (in which case you'll have a lot of avenues to pursue) or you will find that they all give you the same answer, which is a pretty good sign that you should follow that path.

Samples:

When is the best time to do a set visit?

What are the different seasons for selling travel?

What are networking organizations or groups where I can meet _____?

What social media sites are on and how do you advise is the best way to use it?

Key #5: Create a Cool Campaign

Excite people by shaking up what they're used to with a cool marketing campaign. You work in a creative industry with savvy people; impress them with your uniqueness and creativity. If you don't know how, hire someone who does.

- **A campaign is ongoing as opposed to a call that you make once**
- **A campaign teases, leaves the receiver wanting more**
- **A campaign causes buzz around you**

Research the current trends in marketing for other industries and see how you can make it work for you.



Do something funny on social networking sites.

Bonus Key: Keep the Ball in Your Court- whenever possible; tell the person with whom you're speaking, when you plan to follow up with them. Now the ball is in your court. They are expecting your follow up. No more waiting for them to call you. No more guessing if it's too soon or too late to follow up.

In closing, pay attention to the calls and reach outs people make to you. What do they do wrong? What do they do right?

A few final tips:

- **Be respectful**
- **Always ask if it's a good time for them to talk**
- **Remind them of who you are, why you're calling, and any connection to them that you have**
- **When leaving a message, remember to LEAVE YOUR NAME (I know it seems obvious, but I can't tell you how many times people don't leave their name when they call me), YOUR NUMBER, and a COMPELLING REASON TO CALL YOU BACK**
- **Speak clearly**
- **Do your research**
- **Be confident**

To your SUCCESS!