

# Persistence.

## The Abominable NO-Man

“No, no, no, sorry, call back next year... If I did that for you I’d have to do it for everyone..... I’d like to but..... It’s past the close-by date”. No matter how they put it, it still means NO!

The world is full of “NO” people, because if they said “YES” they would have to do something. Why should they? You’re not on their radar screen, they don’t need anyone today or it’s past the close-by date.



No problems for them, but for you it is a major road block.

Most of the abominable “no” people are not the decision makers. Their role is to keep the endless pesky people away so that their boss can do their job uninterrupted. They’re trying to control the process.

**Fact –** If you are good enough, have what they are looking for and are applying to the right people in the right organisations, there is always a chance. So what can you do?

If something is in your way, go round or over it. Don’t waste time trying to go through it. Always be polite and courteous because you never know who you’re talking to or when your paths will cross again. Have your pitch/script worked out before making contact so that you can press their hot buttons.

## How to make contact

- Get the name of the person you want to make contact with.
- Ring back at lunch time or the end of the day when the gate keeper may be away or have changed.
- Make positive statements like, John Smith for George Brown. It denotes prior contact.
- Use networking to get an introduction, referral point or name.
- Check the web page for email contacts.
- Deliver information personally instead of sending it in, if possible.
- Go up the ladder and try to get referred down. A senior name always gets their attention.

Don’t be a serial pest! It’s not the only game in town. You may have to work somewhere else and try again in a couple of months or years. Goals and things worth having don’t always drop in your lap. But if you’re out there being positive and persistent in a professional manner, keeping your name front and centre, you will get what you’re looking for.

It’s your life, your future, so take positive steps to be in control and generate positive outcomes. Your future is in your hands.

Good luck in your next interview, James E Lynch