

Introduction

Reaching HIRE *faster*

You are an amazing person with a unique package of skills and abilities to be shared with others. Many people think their work is only a tool for creating income and the true joy in life comes after work, if at all. Because they think this way, they often feel undervalued, overworked, bored or exhausted at the end of the day. They are working hard for every penny. The truth is work doesn't need to be hard. In fact, when you do what you love, your work brings you joy and you are rewarded handsomely for what you do. Reach HIRE *faster* is intended to help you find your dream job, the one that fits you like a glove because it calls out your innate gifts and talents. Plus, this book teaches you how to use the fastest, most cost and time effective way to do it: by using your phone.

What were you thinking when you decided to buy this book? I'm not asking a rhetorical question, nor am I questioning the intelligence of your decision. I think it's important for you to acknowledge your reasons. Whatever thoughts ran through your mind - whatever ideas or images compelled you to fork over your hard-earned cash to buy this book - need to be clearly identified and acknowledged. I suspect your thoughts were, in some way, related to the concept of learning to find job opportunities and speak with persuasive confidence on the phone. Once you're clear on what you expect to gain by investing in this book, you'll be

able to use that information as a guidepost to monitor your progress and to keep you motivated.

There are many valuable benefits you will receive from this book. By the end of reading this book, applying the principles and doing the simple exercises, you will overcome any fears or anxiety by learning to:

- Craft persuasive phone scripts that consistently generate job leads
- Grab attention and easily build rapport
- Enhance your listening skills by identifying any listening blocks you might have and creating solutions to overcome them so you communicate more effectively
- Use vocal variety to help potential employers "see" you
- Accurately interpret what's really being said
- Create and manage a simple three-step job search system
- Demystify the dreaded cold call
- Speak with confidence on the phone
- Reach HIRE faster!

This book is a simple, complete, step-by-step system to a painless and productive job search by phone.

In 1998, I made what my friends and family considered a radical career move. I'd been in sales, in one form or other, all my working life and had invested the previous 10 years building a successful business in real estate sales. The money was great and I was free to choose when I'd work and with whom. I had total control, yet I felt as though something was missing. I wasn't enjoying my success because I knew, deep in my soul, that I wasn't honouring my most valuable gifts and talents. So I turned in my license, and began exploring career options. Perhaps it is the same for you. We often minimize our

most valuable gifts because they flow so easily and effortlessly from us. We refer to them as “second nature” when the truth is they are what make up our primary nature. I have discovered my most valuable gift is my ability to inspire and nurture people in transition. It is easy for me to find ways for other people to transform the way they work, so they do what they love and love what they do every day.

Your greatest value in the workplace is found through your natural gifts and talents. Now is the perfect time for you to get clear about what those natural gifts and talents are and match them to the type of work and workplace that fits you best. As soon as you get clear, your focus and your actions work together, creating magnetic energy to attract your dream job.

Workplace stress is pandemic. In 2001, Statistics Canada reported stress related absenteeism increased more than 300% since 1995. Health Canada reports employees under sustained stress are more likely to suffer: 3 times more heart and back problems, 5 times more of certain cancers; 2 – 3 times more mental health problems; conflicts, infections, and/or injuries; and 2 times more substance abuse. In 2009, our BC medical system is straining to care for people whose lives are in shambles because of work-related stress. The costs are staggering and the good news is there is a simple solution: find a job you love. I bet you’re thinking, “It’s not that simple.” You are about to discover that it is. It’s exactly that simple, just not that easy. You’ll have to work at it, and I understand from plenty of experience the work of finding work is one of the toughest jobs you’ll ever do. When done well, it’s also one of the most rewarding. Far too many of us are wasting away in jobs where our natural gifts and talents are underutilized.

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When you love what you do, it doesn’t seem like work; it’s easy, it’s fun and it feels great! You want an ideal job and this book helps you reach hire faster by teaching you a proven effective system for job search by phone. I can almost hear you thinking, “I’m not good on the phone.” Well, keep reading. Neither was I when I started using my phone to generate work opportunities.

The day I accepted needing to get “good” on the phone was February 17, 1989. The memory is vividly etched in my mind. Six months pregnant, fighting a cold without medication, in the middle of an unusually frigid West Coast winter, I went tramping around in the snow, knocking on doors in marketable neighbourhoods, hoping to meet someone who wanted to either buy or sell property. I’d been in real estate for about five years and had enjoyed reasonable success in finding new customers using the face-to-face prospecting technique called door knocking. Prospecting is a sales term that means searching for opportunities to sell. Door knocking is a great prospecting method to use in nice weather because it combines marketing with exercise, and I think it’s fun to meet people. Doing it in sub-zero temperatures puts a new spin on the term “cold call.” Another reason I like door knocking is because people are much less likely to behave in a rude, abrupt, or indifferent way when they’re standing in front of you.

When I left home I actually believed more people than usual would invite me inside to chat because it was so darned cold and they wouldn’t want to hold their door open while we talked. I was wrong. It didn’t take long for me to get the distinct impression that most of them thought I was crazy (a

fact I prefer to hide). Realizing I wasn't making a very good impression (it's hard to establish credibility while blowing your nose in the middle of your pitch or, worse yet, running out of tissues), I decided to give up and go home.

While driving home, my thoughts were: *This is nuts, I just look like an idiot out there. People must think I'm either desperate or crazy. There's got to be a better way to do this. I really need to figure something out; I can't go on like this. Once the baby comes, I won't be able to go door knocking.*

Are you having similar thoughts about your job search? Are you frustrated with the lack of response you receive from all the resumes you submit for advertised jobs? Do you resent the time, effort, and expense required to personally visit potential workplaces only to have them tell you they are not hiring? Do you avoid phoning first because you don't know what to say or how to say it in a way that encourages employers to listen to what you have to say long enough to decide if they want to meet you? Are you concerned about how people might respond to you on the phone? How would your attitude toward your job search be different if you could be sure when you did go out to see an employer, you were warmly received because you'd been invited? What if you could uncover a job opportunity simply by making a two-minute phone call? Would this be a refreshing change from your current job search experience? I hope you answer yes. Otherwise, this book holds little value for you beyond the goodwill you might gain by making a gift of it to another job seeker.

Until I learned how to speak with confidence on the phone I depended on other,

more costly and time consuming methods for generating sales opportunities. I spent thousands of dollars on media ads, direct mail campaigns and flyers. I also spent time and energy holding open houses and knocking on doors. At this point I couldn't justify spending more on advertising and I flat-out refused to work both days on the weekend, so holding more open houses was not an option for me. It seemed the only thing I could do was make phone calls from home. I'd taken a stab at it every now and then, but gave up when I failed to see any positive results. On that cold day I decided nothing could be colder than what I was doing, so if I wanted to warm up my calling, I had some learning to do.



I knew other agents who were consistently making lots of phone calls. I started talking to them and asking questions. I also acquired some audiocassette programs and a couple of books. Some of the better ideas came from Brian Tracy, my all-time favourite teacher of sales psychology. Tom Hopkins and Mike Ferry, both real estate sales training experts, were also very helpful; but the best advice for adaptation to phone calling came from Bill Nasby, a realtor from RE/MAX in Toronto. I'd already been using his simple, direct, and scripted method in my face-to-face prospecting with excellent results. I'd never considered using it on the phone. I decided to give it a try. I thought, *What have I got to lose? I'm already getting nothing. Whatever I try has to be at least as good and probably better.* To my surprise and delight, the method did work. People I called were actually talking to me, they were answering my questions, and they were offering information to help me qualify them as genuine prospects who I could enter into my database for future contacting.

I had to invest quite a bit of time, effort, and diligence before I was getting consistent positive results from my phone calling, but once the system worked, it worked well, and I've never looked back. Now I easily develop effective phone presentations for any sales situation. Since 1998 I've helped hundreds of job seekers find appropriate, competitive employment, using the phone to develop job leads. A job lead is a potential job opportunity that arises during a conversation. I know you can develop job leads by phone too and I'm going to save you a whole lot of time and trouble, because everything you need to know is right here, in this book.

This book is about building relationships on the phone, using simple, clear, and congruent communication. It is intended to help you create a time-efficient and cost-effective

job search system that consistently generates new work opportunities for you to consider. Something important to keep in mind as you consider job search by phone is that these calls are not meant to be about you; they are meant to help you discover something about the potential work opportunities with the employer you are calling. My sincere hope is when you've worked through this material, you'll have the skill and confidence to pick up the phone and call first.

Examine your assumptions

What are you hoping this book will do for you? What changes need to occur for you to feel comfortable accessing the hidden job market by calling potential employers when they are not advertising job openings or are not expecting your call? Take a few minutes now to write out your thoughts about job search by phone. When you put your thoughts into words on paper, you look at them more objectively and find new, positive and reality-based ways to think.

Before you continue reading, get a small binder or duotang folder and fill it with lined paper. This becomes your job search journal. I will be asking you to take notes and complete exercises as you work through this book. You'll find blank forms in the appendix for printing and adding to your journal.

Right now, on a clean sheet, (or if you purchased the Companion Workbook, use page 1, "Examine your assumptions"), jot down your current thoughts about job search by phone in point form. Do not read any further until you have done this. It's important to dump them out of your mind and put them onto paper where you can then review and revise them as you continue to learn. Write down all your

thoughts now. You will find that both encouraging and discouraging thoughts can be used to benefit you as you proceed through the material in this book.

Now that you've written your thoughts on job search by phone, here are some of the thoughts I had when I first considered using the phone for job search:

- People are friendlier face to face.
- I don't know if cold calls will work for job search like they do for sales.
- I know professional recruiters have success using the phone to make contacts.
- Phone calls require very little physical effort.
- I can call on more employers in less time by phone than in person.
- I can make calls no matter what the weather is doing.
- I don't need to get dressed up to make phone calls.
- I find it easier to direct a conversation when I can see how people respond to what I say.

Now review what *you've* just written. Are some of your thoughts negative in nature? What actions could turn your negative thoughts into a positive reality? Allow what you've written to rest for now. In Chapter 7 I ask you to rewrite these thoughts into specific and measurable goals to keep you focused and on track with your job search objectives.

There are dozens of great quotations I could use here to inspire you onward. I've chosen three I'd like you to keep in mind as you work through this book. In the words of Stephen Covey (author of *The 7 Habits of Highly Effective People*), "Without involvement, there is no commitment. Mark it down, asterisk it, circle it, underline it. *No involvement, no commitment.*" Wishful thinking and lack of commitment undermine all good intentions. The winds of doubt will blow

your way. Expect it and plan a counter tactic. Your involvement (action) provides the fuel and your commitment is the ship's rudder steering you toward your destination, your job search success.

Another quote that has inspired me many times is Johann von Goethe's "Whatever you can do, or dream you can,

Think *action*.
Ready, set, go!
You can do this.
You can learn
how to Reach
HIRE, *faster*.

begin it. Boldness has genius, power, and magic in it." You can do this. You can make productive job search phone calls, you can have fun making them and you will get invited for job interviews. You may not totally believe this now, but keep reading. If you take the material in this book seriously and use it the way I describe, you will

experience magical results. Be bold; begin it.

Since saying more by saying less is key to effective job search by phone, here's my all-time favourite quote to ensure results through action. As Nike's logo says, "Just Do It!" Just go ahead and do something. Whatever it is, it's more than you're currently doing. If it works well, do it again. When you slip, look for a stronger footing. When you fall, get back up. Think action. Ready, set, go! You can do this. You can learn how to Reach HIRE, *faster*.

My invitation to you

I believe in learning for life. During the past thirty years I have read thousands of books, listened to hundreds of tapes, watched dozens of videos, and attended numerous seminars, workshops, and talks. Each time I do, I expect to have an “aha!” moment. It’s a moment when I suddenly realize I’ve learned something proving my time, money, and effort were well invested. I’m thrilled when I have more than one “aha!”. Somewhere in these pages you will experience at least one “aha!” moment. You’ll read something proving to you this book was a good investment.

I invite you to write to me and tell me about your “aha!” moments. Tell me specifically what they were, and how they shifted your perspective, gave you hope and inspired you to action. Should I decide to use your story in a future book or workshop, I will credit you for your input. Your story may be the “aha!” that moves another, who is ready to transform the way they work so they do what they love, and love what they do every day.

Write to me at:

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