

Positive Persistence Pays Off

By Ann Nobbs, Director Telmark Training

It was Monday 23rd February 2009 when I spoke at a Conference in London aimed at The Collections Industry. It was the third year that I had spoken at this conference and it was good to meet up with all the other speakers. We had become almost friends rather than just business contacts.

With 25 years experience of training telephone collectors, my training is called 'Simply Training' and covers all the very simple habits we all have, specialising in Positive Thinking and vocabulary. I use the phrase: **'If you think you can, or if you think you can't, you're absolutely right.'** It's about concentrating on telling people 'What you will do, rather than what you can't.'

The conference wasn't particularly well attended due to the economic recession and people cutting back on expenditure. Almost immediately after it ended, back in my office I was contacted by Marcus Evans, the organiser, and asked if I would speak at another similar conference in Vienna the following week. After a little consideration, I flew out of Heathrow on Wednesday 4th March to Vienna.

After all the years of running training courses and presenting at conferences it was still a nerve wracking experience every time I stood in front of a room full of people. Once I began, I was fine. Everything went well, I got a good response and a lot of applause. Immediately afterwards I was approached by two people from an outsource company based in Bulgaria and was asked if I would consider running training in their Contact Centre. Once it was established that they were able to work and understand English, it was agreed that their H.R. department would be in touch.

Thus began many months of emails between their H.R. Department and myself. At times I thought nothing would ever come of the contact. I fulfilled all their requests and answered lots of questions, providing names and contact details of many companies I had worked with who were prepared to recommend my training. There were literally dozens and dozens of emails between us.

All the persistence finally paid off and on Monday March 10th I flew to Bulgaria for the very first visit to this country. It was hot and the flight I had been booked on, landed at Sofica Airport at 11pm. Not a great time to be in a strange city with a lot of unknown taxi drivers touting for my business.

When I arrived the next day, it was interesting to 'put a face to the name' as I eventually met the lady from H.R. I was to spend a couple of days familiarising myself with the way they worked and planning the training for later that week.

She walked me through a corridor and opened a door to a room full of people all eagerly waiting to meet me and hear what I had to say. This was totally unexpected but went really well as they were all open and friendly. I had also taken a little time to learn a few friendly greetings in Bulgarian which proved a great success. I spent the week working with fantastic, friendly, open people who went out of their way to make me welcome. They lapped up my training and I felt very much at home.

I have since returned for a second visit and more is in the pipeline as their M.D. has told me they are opening up in Macedonia soon and want me to be involved in the training.

So a very positive outcome and proof that it pays to stay positive and be persistent.