

Get to Know The PDA Pro

Welcome! Sharing important information from the start will help create a relationship akin to a fine-tuned instrument. As with any collaboration, occasional challenges come up; however, if we keep an open mind along the way, we will have a great relationship.

Who is The PDA Pro?

Rick Cooper is The PDA Pro. He is your PDA Coach for Productivity Anytime, Anywhere. As a sales professional or business owner, you'll learn to manage your time more effectively using a PDA. Gain access to PDA coaching programs that enable you to leverage your time to increase your productivity. With over 15 years of experience in sales, marketing and technology, Rick shares his insights through sales coaching and training programs targeted at increasing your revenues.

Rick is author of "*Million-Dollar Contacts*," a contact management workbook. He is co-author of "*Marketing Magic*," which provides innovative tips on marketing, sales, and public relations. Based in Sacramento, California, Rick Cooper is a national speaker on PDA Contact Management.

Clients

Rick has a great relationship with all of his clients. He really enjoys helping people increase their productivity so they can be more effective. He has fun every day and really enjoys what he does. He also focuses on serving his client's needs. It's important to Rick to build a solid rapport with each and every one of his clients. Connecting with clients enables him to keep up his excitement for helping you reach your goals.

Expertise and Patience

As a PDA Coach, Rick specializes in PDA Contact Management for sales professionals and business owners. His expertise also includes sales and marketing experience and he offers services for small businesses as well as larger companies. He's not an expert in everything and will occasionally need to research a question to find an answer. It may also take some time before he is up to speed on newer technologies. In addition, he will need time to learn how you like to operate your business and your personal and business goals. Remember, Rick's mission is to help you leverage your time and increase your productivity, which will help you achieve your goals. Please be patient if he doesn't have an immediate answer for you. Sometimes, he may refer you to another resource for research on your own.

Productivity

Consider Rick your PDA Coach for productivity anytime, anywhere. This means he can help you become productive anytime and anywhere you want. It doesn't necessarily mean you have to be productive at all times. In fact, he doesn't think it's a good idea to always be focused on productive tasks. Sometimes, you need down time for spiritual reasons or just to get some needed rest. However, Rick generally does not recommend playing games on your PDA. Instead, he recommends reading ebooks as an alternative.

Technology

Technology continually changes. As soon as you purchase a device, it becomes obsolete. You can expect to replace your PDA or smartphone every two years. The technology gets better, devices become more reliable and new features are added. Plus, mobile devices take a beating from being dropped. Of course, there are exceptions and some people have used their PDA for over five years. It really depends on how much wear and tear it gets. Rick can help you decide when it's time to upgrade. A PDA is a handheld computer and does not always work as you may want it to. It may also crash and have to be rebooted. The best remedy is to be sure to synchronize your PDA with your computer everyday and backup your computer regularly.

Communication and Questions

Coaching requires clear, consistent communication. I meet with clients on a regular basis, by phone or in person to identify and satisfy your needs. You may sign up for a class, teleclass, coaching session, or other special program. If we communicate on a regular basis by telephone and email, it will be easier to stay on top of questions and issues. This consistent interaction will help you get to know each other and lead to a thriving business relationship.

Rick has a vast knowledge base and work experience from which to draw upon; however, he will still have a lot of questions. There will be an assessment process at the start of the project, which will help him to better understand the issues and come up with solutions to fit your needs. Rick is very resourceful. Should your needs exceed his services; he will connect you with his vast network of professionals.

Trust and Being Open

Building trusting relationships doesn't happen overnight. With Rick as your PDA Coach it is vital that you trust him 100%. He may see sensitive information and you need to feel comfortable with this in order to work toward your goals.

In any partnership or team, being open to new ideas and suggestions can lead to higher productivity and greater efficiency. Sometimes, this means learning new ways of working and communicating with each other. With Rick as your PDA Coach, he has developed many resources and worked with many clients in similar situations. Not all of his suggestions will be practical for you or your business; however, being open to the possibilities will help establish a supportive relationship.

Standards and Values

Rick has high standards and expectations and holds himself accountable to these. He is a detail-oriented person by nature and may be more meticulous than even you, at times. You may not agree on everything. Each of you brings your own experiences and skills to the table, but one of the reasons you chose to work with Rick is because of his uniqueness and skill set. Remember to be open to new ways of communicating and ways of doing things. If you have a particular way you like things done, discuss both ways and see if you can work together to create higher efficiency and production. Remember that Rick's goal is to help you leverage your time and increase your productivity in order to achieve your goals.

Honesty and integrity are values Rick holds dear. If he has made any mistakes, he will own up to them. In our current society, these values have become quite scarce. It is extremely important for Rick to be true to himself. Rick also expects the same level of honesty and integrity from his clients. This also means that he can't participate in anything illegal or that violates his values. If something comes up that goes against these values, Rick will let you know right away.

Responsibility

As a business owner and professional himself, Rick will accept responsibility for the tasks he commits to. As a human, he may make mistakes at times and will own up to mistakes if they are his. However, he will not accept blame for mistakes he hasn't made; however, even the best of us make mistakes and have accidents. It can happen to all of us. When things come up, let's just remember patience and gentleness in our approach to correcting any errors.

Ground Rules

Ground rules are important so no one is surprised later.

- **Office Hours:** Monday through Friday from 9:00 am – 5:00 pm.
- **Office Appointments:** Appointments at Rick's office can be scheduled in advance, and include a 10% discount from appointments made at your office.
- **Phone Appointments:** Phone appointments for coaching sessions are preferred, but in-person meetings can also be arranged, if necessary. Phone appointments will be scheduled based upon our agreement.
- **Contact Rick:**
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Web: <http://www.thepdapro.com>
blog: <http://rickcooper.typepad.com/thepdapro>
- The quickest way to reach Rick is by email and he'll get back to you as soon as he is able.

Accountability

Consider Rick as your accountability partner. To learn to increase your productivity using a PDA requires changing your behavior and habits. He is here to help remind you of things you need to do and hold you accountable when you don't.

As your PDA Coach working with you to help increase your productivity, it is important to remember that Rick is a professional with a practice that includes many clients. He teaches classes, has meetings and appointments, and also works on contract. At times Rick may not be available at the exact moment you need him, but he will get back to you as soon as he is able during normal office hours. Healthy relationships start with healthy boundaries.