

Embrace Rejection – Every No Puts You Closer to A Yes

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Embrace Rejection - Every No Puts You Closer to A Yes**

**By Caterina Rando**

**Embrace Rejection - Every No Puts You Closer to A Yes by Caterina Rando**

The last two weeks I have been waiting for an answer from a potential client on a large piece of business. While playing the waiting game I have been thinking a lot about the sales process. I realized I have not been turned down much lately. Before I got too excited I also realized I had not been asking for the business much lately either. My excuse was I had been busy with speaking, coaching and writing assignments and had taken my attention off generating new business. Ask yourself, are you asking for the business often enough? Are you too busy delivering your product or service this month that you have not been thinking about what business you will bring in next month?

If this rings true for you that would be about normal. Being busy is an excuse. The truth is it is easier to stay busy with any project than risk rejection. The biggest reason we do not ask for business, try to close the sale, or insist on taking an order, is because we do not want to be rejected. Especially if what you are selling is you. Think about it, you can sell 100 raffle tickets for your child's school, sell chocolate bars for your church, or ask people to write a check for a good cause, but when it comes to asking people to give you a check, a big check how do you do?

Often we do not ask because we project in our mind that the answer will be no, and for most people our biggest fear is rejection. Sure, it can be scary to get turned down. Here is an important secret though, the more you do it the easier it gets, and the less scary. To be successful we have to embrace rejection, know it is a part of the process of getting what we want, it must not be avoided instead it must be sought out.

This is not easy to do, in business there is always plenty to keep us busy or shall I say plenty to distract us from what is one of the most important aspects of business– selling. Instead of selling people will do just about anything, schedule meetings, organize their desk, respond to emails, take a longer lunch, go to a networking event, even write articles. While all these things are helpful to the success of any business they are less of a priority than the task of selling. Selling, let us define for our purposes as the process of qualifying prospective clients, identifying their needs, presenting our product to them and closing the business. This process must be completed with each potential client for any selling to be successful. To stop anywhere in the process is a waste of time.

## Embrace Rejection – Every No Puts You Closer to A Yes

Being successful in business is the result of finding enough of the right people and asking them to buy the products and or services they need from you. If you are not asking you can not get agreement to provide them with products or services.

If you realize that every no is closer to a yes and you are ready to embrace rejection, here are some things to do to help you start asking more.

- o Write down or review your annual and quarterly income goals.  
Break that down further into monthly income goals.

- o Then decide how many houses, policies, hours or consulting, cars or whatever, you have to sell each month to achieve that goal.

- o Decide what is your Prospect to Client Ratio, ie: on average how many people do you have to ask for the business before you get a yes. In most cases depending on your product service and industry you may have to offer the opportunity to between seven to 25 or more people before you someone actually says yes and gives you an order.

- o Once you know your Prospect to Client Ratio, you can calculate how many qualified prospective clients you have to ask for the business every week to achieve your goals.

For example if you need 5 sales a week and you have to ask 25 people on average before one person agrees to buy then you have to ask 25 people 5 days a week to buy.

When you do these calculations the number of people you must ask for the business could be up to five times greater than what you are doing currently. Do not be discouraged. Sales is like any business skill and like any muscle in your body, it takes time to develop and strengthen. If you hold steadfast to your goal and figure out how to generate the necessary number of prospects coming through your sales pipeline, eventually you will find it workable to meet with the number of prospects you need to achieve your goal.

Once you are asking enough people every week for the business, the next thing to look at is how are you asking. Are you asking timidly, can your prospects hear fear in your voice or do you convey confidence and enthusiasm when you speak to your potential clients? I hope you do the latter. Even if you are making 100 sales calls a day if you are conveying anger, confusion or frustration in your voice no one will say yes. You must make your calls with enthusiasm and confidence.

The only way to meet your goals is to successfully ask for the business as often as you can. Do not worry about who says no and who says yes, if you ask enough people you will definitely get some yeses. Focus on your goal, making your predetermined number of sales. When someone turns you down do not dwell on it, that depletes your energy and your self-esteem and makes it harder to ask the next time.

At one of my recent public speaking workshops a participant gave me a page from a calendar that said

## Embrace Rejection – Every No Puts You Closer to A Yes

on it "Hurrah, I did the thing I feared the most. Excuse me while I cheer. Now here I stand a stronger soul and all I've lost is fear. " Embrace rejection, remember every no is closer to a yes and you will gain more success for yourself and all you will have lost is fear.

Caterina Rando, MA, MCC, is a business success speaker, coach and author of the national bestseller "Learn to Power Think." She helps people attract clients and grow their businesses with ease. To find out about her programs, book and other resources, visit <http://www.caterinar.com>. Email her at [cpr@caterinar.com](mailto:cpr@caterinar.com).

### **Reframing Rejection**

**By Peter Murphy**

#### **Reframing Rejection by Peter Murphy**

Fear of rejection is one of the greatest fears shared by all human beings. Nobody wants to feel left out, unwanted or unliked. And at the same time what we really want is to be loved and accepted by everyone – that would be bliss. It will never happen though because we all have biases, opinions and beliefs that color the way we look at the world.

So people will reject us no matter how good we look, no matter how successful we are, and no matter how giving we are. If we were to become even nicer, and even more spiritually aware they would still reject us so it is a pointless battle trying to win over everyone.

However we can change how we think about rejection. If we change the meaning of rejection it can become our ally instead of our enemy. Next time someone rejects you why not take it as feedback instead. That is, your approach did not work and you need to try a new approach. In sales, the salesperson must view rejection as feedback or else she will slowly go insane!

So let us view rejection as feedback. When you are rejected immediately set your mind the task of intelligently answering this question – how must I change my approach to get what I want? By doing this, you shift your attention back to what you can do and off the other person whose approval is theirs to give or not to give.

Let us take the example of asking someone to help you with a project at work, you are afraid to ask for help so when you do, your coworker can almost smell this fear of rejection coming from

## Embrace Rejection – Every No Puts You Closer to A Yes

you. So he says No, he is far too busy to help you today. Now immediately ask yourself the feedback reframe question – how must I change my approach to get what I want?

Asking this question will give you an unlimited range of new approaches to use: maybe smile more, or bribe him with a soft drink, or perhaps offer to do some of his boring work in return for help.

It also helps to anticipate rejection before it has a chance to happen. In the case of the example above, before talking to the

colleague I would spend a few minutes in preparation running through possible ways he might reject me. For each possible situation, just keep asking yourself – how must I change my approach to get what I want?

You may not realize, most people just give up too easily because rejection feels so unpleasant. If you reframe rejection to mean feedback it becomes a mental puzzle to solve instead. You will then be able to endure the word \*No\* a lot longer. This endurance will also encourage others to let you have what you want because you just do not seem to take No for an answer!

\*\*\*\*Warning: maintain rapport at all times when you use this approach, this new found courage and tenacity is only appreciated by others if you use it with a win-win outlook.\*\*\*\*

Peter Murphy is a peak performance expert and published author. Subscribe FREE to his upbeat newsletter and get a FREE e-book, which reveals secret strategies for supercharging your communication skills. To join send an email to: [AbolishShynessToday-subscribe@topica.com](mailto:AbolishShynessToday-subscribe@topica.com) or [AbolishShynessToday-subscribe@topica.com](mailto:AbolishShynessToday-subscribe@topica.com) or <http://www.topica.com/lists/AbolishShynessToday/>



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**