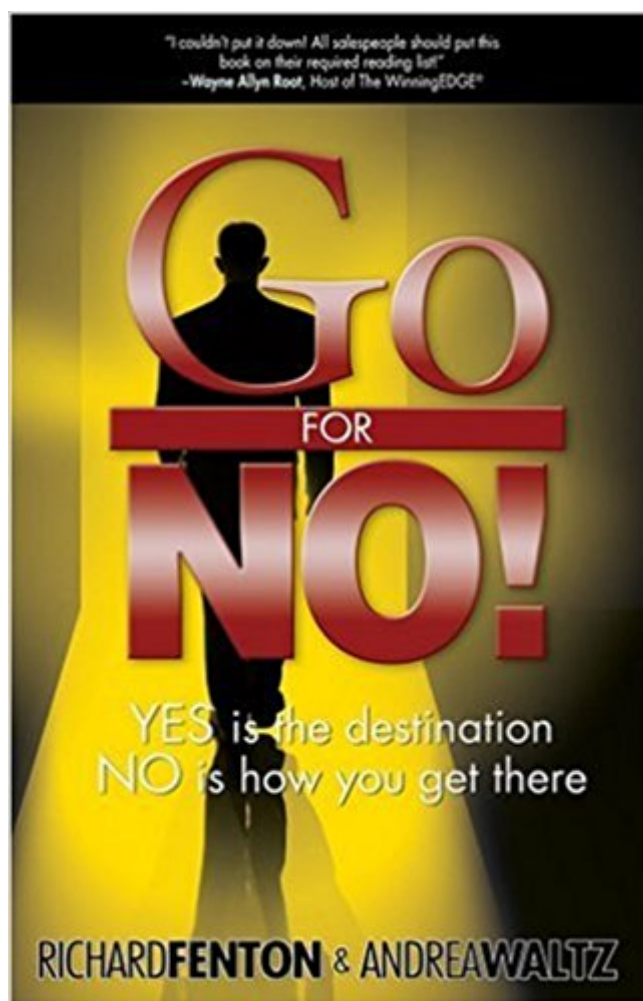


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Go For No! Yes Is The Destination, No Is How You Get There



Synopsis

In a world inundated with sales books on getting to yes, this book recommends just the opposite, focusing on how increasing your failure rate can greatly accelerate your movement toward ultimate success. Go for No! chronicles four days in the life of fictional character Eric Bratton, a call reluctant copier salesman who wakes up one morning to find himself in a strange house with no idea of how he got there. But this house doesn't belong to just anyone! It belongs to him... a wildly successful, ten years in the future version of the person he could become if he learns to overcome his self-limiting beliefs and overcome his fear of failure. Through the dialogue of the two main characters the authors have fashioned an entertaining story to present the key concepts essential to sales success. Readers learn... ..What it takes to outperform 92% of the world's salespeople ...That failing and failure are two very different things ... Why it's important to celebrate success and failure ... How to get past failures quickly and move on ...That the most empowering word in the world is not yes... it's NO! Written to be intentionally short and to the point, Go for No! is a quick, fun read with valuable lessons that can change the way you think, sell, and live!

Book Information

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Customer Reviews

"Read this book! Put down whatever you're reading right now, take a deep breath, and read this book. It won't take long, but it might change your life. Having read dozens of books on leadership, sales, motivation, and business, I have become somewhat picky about the books I read and particularly about the books I recommend. I recommend this one without reservation." --Steven List, Backoftheroom.com "If you're serious about living your definition of success add Go for No! to your

personal library. The ideas shared are terrific and the unique story format that the book is written in makes it a delight to read." --Josh Hinds, Founder, getmotivation "If you want to take this road less traveled, get a hold of Go for No! Read it, practice it and master it. In time you'll create so much success that people will start asking you how you got so lucky and why everything you do seems to be a success. If they only knew." --Seth Czerepak, Ninjapreneur, Penetration Media "If you want to take this road less traveled, get a hold of Go for No! Read it, practice it and master it. In time you'll create so much success that people will start asking you how you got so lucky and why everything you do seems to be a success. If they only knew." --Seth Czerepak, Ninjapreneur, Penetration Media

Richard Fenton & Andrea Waltz are the Courage Crafters. As professional speakers, trainers, and authors they also call themselves "Failure Philosophers" and "Reject-ologists" and are experts on achieving courageous breakthrough performance through increasing failure rates and other unconventional approaches.

As a real estate broker who suffers from an irrational fear of prospecting, this book was very empowering. "Your fear of hearing the word NO is the only thing standing between you and greatness." Love this. A willingness to fail isn't enough. A wantingness to fail, actually seeking failure is what's needed. When you develop a true wantingness to fail, rejection starts being fun! You can decide to make each no you receive and every rejection you encounter something that empowers you so that instead of avoiding rejection, you decide to seek rejection. The most empowering word in the world is not yes | the most empowering word in the world is NO. This was a very quick, easy read. I also recommend their companion book, The Fear Factory. Both are short, quick reads with lots of great content.

I'm not a salesman YET but trying to get up to speed on how to be a great one if for nothing else to know how to market and help serve people better with integrity. People can't buy and use things that will make their life easier without someone bringing it to their attention. So I'm researching the best way to do that. I found this book to be really easy to read, read it in one sitting which is rare for me. It was really some great stuff to think about and helped me see things in a different way. I gave this book out to several people because I felt that it could really help them and they loved it to. Is it the best book I've read, no but it was good enough to earn 5 stars from me. It's really about pushing yourself past the lid and finding that you can do more than you ever thought or imagined possible. I

hope you love this book and get a lot of yes in the midst of the sea of no's ;)

This was a GREAT book that totally made me view rejection/failure in a different light. Studies show that 80-98% of prospects a salesperson calls, say NO on the first call, funny thing, the one's that do say yes on the first call, you probably don't want anyway, with that being said, rejection can still sting a bit. This book definitely makes you view getting a 'no' differently, it takes the fear out of it, makes you reexamine yourself and your mindset. I would recommend this book to anyone, not just if you're in sales, if you're fearful of hearing NO or getting rejected then get this book!!

Do you seek rejection? Do you go after it? If not, you have not evolved to the highest level about understanding the concept of failing faster. For those of you who know me, know fully well that I have a lot of ability to handle rejection. I have 2 inch thick Rhino skin and I can eat rejection for breakfast and come back for more at lunch. However, like most sales professionals, I avoided it whenever I could. No more. After reading this book, I have a total 180 degree change in the way I think about it. If you are in sales and it takes you 10 no's to get 1 yes and if you start your day and if you get first yes on your first call, what do you do? If you are anything like my old me, you will stop calling and start working on that sale and probably you would reward yourself by taking off early that day right? What this book teaches you is that you need to keep going until you get all 10 no's. In the process, you may end up closing 5 deals that day instead of one. In other words, set goals for failure (No's) vs setting goals for success (Yes's). If you are an entrepreneur or a sales professional and if you have not read this book, I suggest that you drop whatever you are doing and go get it and read it right now. And then read it one more time and then order copies for everyone in your team and make them read it 5 times. You will thank yourself that you did.

I will start off by saying this. This book is about about an average performing 28 year old copier salesman that doesn't have a lot of experience. I bought this book because I am a 29 year old copier salesman that has only been selling copiers for 4 months (first sales job) and am trying to hit the sky as far as success goes as well as stumbling across the best territory on the team, which comes with great pressure to perform. It seems like the main character is the book pretty much sums me up to a tee. I was able to reach the book the first afternoon I got it and it changed my views on selling, cold calling, rejection and success in general (particularly in sales). I've seen other comments that said this was life changing so I decided to give it a shot, and boy was it! I have gone back and referenced several pages that stuck out to me to really allow the message of the book to

hit home. If you are in a similar situation, or just in a situation in sales where you would entertain the fact of changing the way you view cold calling and rejection you should by all means give this book a read. I highly recommend it!

I have a personal saying in my business - "Are you blowing me off, or are you just being 'California nice'?" If someone is always 'thinking about it' or 'will get back to you' or 'will meet with you soon' - chances are that they aren't buying what you're selling. They just don't like hearing 'no' themselves, so they are uncomfortable telling you 'no'. They hide behind these blow-offs until you politely give up. Apply the lessons in this short book and stop wasting time, cut to the chase, and close more business. This is a great and simple book - change the way you look at 'no' then you can change your sales methodology and become a 'bulldog' salesperson. So many sales people dance around a closing question to avoid the possibility of 'no' - in this book, the authors suggest that you take on closing by putting the close on the table and either getting your 'yes' (commitment) or getting 'no' after 'no' until you solve the objections or kill the deal. What a time saver! Don't be timid or 'California nice'. Now push the 'buy' button and read the book.

this one was really excellent. he presented things masterfully and in such an amazing entertaining way. this one makes a difference and I would wholeheartedly recommend you to read it.

A total spin on how you would normally think about your business, especially realizing that failure is PART of the road to success, and not a detour.

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Go for No! Yes is the Destination, No is How You Get There No No Yes Yes (Leslie Patricelli board books) Yes Yes We're Magicians Yes Means Yes!: Visions of Female Sexual Power and A World Without Rape Obama's Legacy - Yes We Can, Yes We Did: Main Accomplishments & Projects, All Executive Orders, International Treaties, Inaugural Speeches and Farwell ... of the 44th President of the United States Yes Yes Y'all: The Experience Music Project Oral History Of Hip-hop's First Decade Portugal: New Favorite Destination, Portugal Has Become The Influencers Favorite Destination This Summer: We Tell You All The Secrets Of The Neighboring Country Olympic Peninsula Best Places: A Destination Guide (Best Places Destination Guides) How to Get Off Psychoactive Drugs Safely: There is Hope. There is a Solution. Kauai Tips Tricks and Secrets (The Ultimate guide on how to get to Hawaii for as little \$ as possible and what to do when you get there. Book 1) Relocating to Boston and Surrounding Areas: Everything You Need to Know Before You

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