



*The indispensable first step to getting the things you want out of life is this: Decide what you want. ~ Ben Stein*

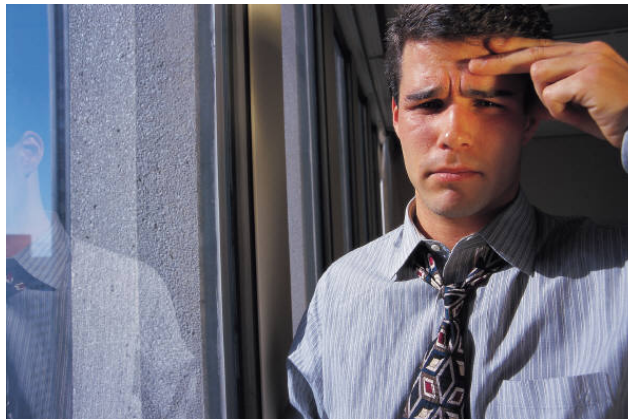
## EMBRACE NO TO REACH YES

Most of us learn to thoroughly dislike the word “No”. If you are like the vast majority of the population, you hate the feeling of rejection that comes with this two letter word. This is true whether you are an small business trying to land new clients, a Kiwanis club member selling raffle tickets, a novelist in search of a publisher, the entrepreneur pitching to investors or a parent trying to persuade your child to eat liver.



We all hear the word “No” frequently. To avoid the feeling of failure or frustration that comes with this word, many of us create self imposed barriers to escape those nasty feelings.

These can become mental “**never enter**” zones that may hold us back from achieving our dreams and goals. How many “**stay away**” zones have you created in your life to avoid the *No* factor?





## DISCUSSION:

- Do you think you are *No* adverse?
  - What is the most frustrating *No* you have received in the past thirty days?
  - After you hear *it*, what do you do next?
- 

## No Aversion Quiz:

The following quiz evaluates your aversion to the word *No*.

On a scale of 1 to 10, with 1 indicating that "this statement is absolutely not true", and 10 indicating that "this statement is absolutely true", where would you rank yourself?

**Success and failure are direct opposites of one another.**

1  2  3  4  5  6  7  8  9  10

**It would be a bad thing if my failure rate were cut in half in the coming month.**

1  2  3  4  5  6  7  8  9  10

**I believe that YES is the most empowering word in the world.**

1  2  3  4  5  6  7  8  9  10

**I believe that NO is something to be avoided if at all possible.**

1  2  3  4  5  6  7  8  9  10

**I can tell very quickly if someone is going to say YES or NO.**

1  2  3  4  5  6  7  8  9  10

**I believe my YES results are the most accurate indicator of my effort/performance.**

1  2  3  4  5  6  7  8  9  10

**I have never created a goal for the number of NO's I plan to receive each week and month.**

1  2  3  4  5  6  7  8  9  10

**I believe the key to my success is in improving the quality of my persuasion skills.**

1  2  3  4  5  6  7  8  9  10



**I make a concerted effort to increase my failure rate.**

- 1  2  3  4  5  6  7  8  9  10

**I never determine the likely dollar value of every *NO* I hear.**

- 1  2  3  4  5  6  7  8  9  10

**When I get a *YES*, I have learned it is best not to push for more. Why rock the boat?**

- 1  2  3  4  5  6  7  8  9  10

**I think that getting a client to say *NO* five times is somewhat excessive.**

- 1  2  3  4  5  6  7  8  9  10

**Stepping out of my comfort zone with a prospect or client is something to be avoided.**

- 1  2  3  4  5  6  7  8  9  10

**I never ask for critical feedback from people who have rejected what I am offering.**

- 1  2  3  4  5  6  7  8  9  10

**I consider it a success when I can keep people from saying *NO* to me.**

- 1  2  3  4  5  6  7  8  9  10

**I end the prospect meeting right away if it appears they may say *NO*.**

- 1  2  3  4  5  6  7  8  9  10

---

Now add up your points for each question. What is your score? The ratings are shown on the next page.



## No Aversion Scorecard

### **131 - 160 You flee from No**

Unfortunately you are running away from creating new relationships and more success. You avoid *No* as if it was a bad virus!

### **100 – 130 You dislike No but have learned to disguise your discomfort**

When you hear *No* it bothers you but you have learned to hide your reaction and continue acting in a relaxed fashion. Inside, though, you are thinking about that *No*. Occasionally you are surprised when your prospect changes his mind and says *Yes* after saying *No*.

### **70 - 99 Performing Above Average**

You are more open to hearing *No* than many people. You realize that *No* may be far from the final answer. You strive to build a relationship and meet again.

### **40 - 69 In The Top 40%**

You are somewhat comfortable hearing the word *No*. On many occasions in your experience, *No* becomes *Yes*. Before leaving the majority of your prospect meetings, you create a viable next step that is comfortable for both of you.

### **17 – 39 In the Top 20%**

You are fairly comfortable hearing *No*. You never view this as anything other than a future opportunity but find yourself focusing more on other new possibilities.

### **16 Exceptional**

You have learned that *No* is a positive step before getting to *Yes*. You are frequently told that you are a rare individual!

---

## **DISCUSSION:**

- On what questions did you score a 7 or higher?
  - Did you find your score on any of these questions surprising?
-