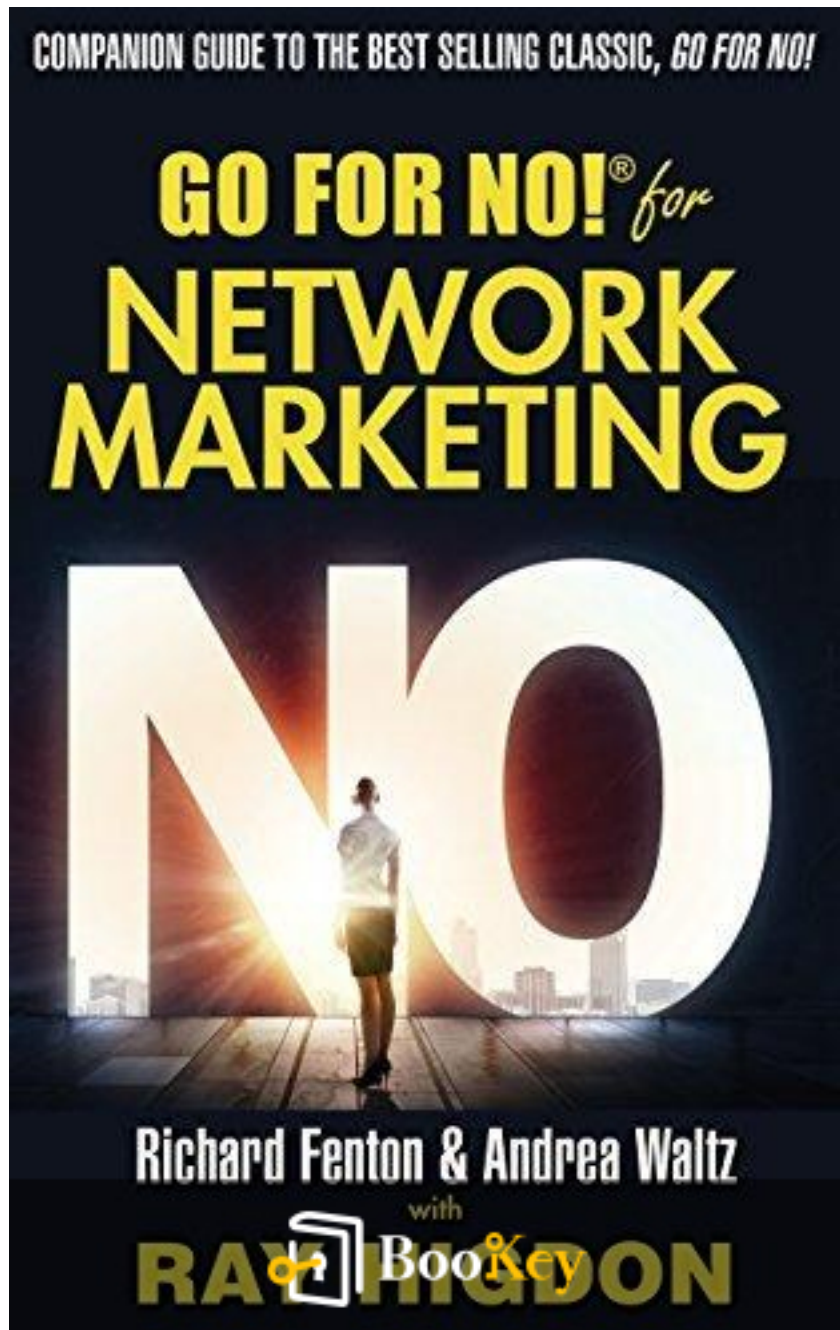


# Go For No! For Network Marketing PDF (Limited Copy)

Richard Fenton



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# **Go For No! For Network Marketing Summary**

Master Rejection and Thrive in Network Marketing Success

Written by New York Central Park Page Turners Books Club

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## About the book

"Go for No! for Network Marketing" serves as an essential guide for anyone looking to thrive in the direct sales and network marketing arenas.

Co-authored by the bestselling authors of "Go for No!" and Ray Higdon, a prominent figure in network marketing education, this book builds on the foundational concepts introduced in its predecessor, focusing on techniques to embrace rejection and turn it into a stepping stone for success.

The book's core philosophy revolves around the idea that rejection is a natural part of the sales process and should be viewed as a valuable learning experience rather than a setback. By reframing rejection, individuals can develop resilience, maintain motivation, and consistently strive for better results. This mindset is crucial for network marketers, as success in this field relies heavily on building relationships and engaging with potential customers.

Key elements include the sharing of 17 motivational success stories from leading industry figures, illustrating how they navigated challenges and barriers in their own careers. These narratives serve as inspiring examples for readers, demonstrating that perseverance in the face of rejection leads to ultimate success.

Ray Higdon introduces his Six Critical Concepts for Network Marketing

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Success, which outline strategies for effective selling, team building, and personal development. These concepts emphasize the importance of a positive attitude, effective communication, and ongoing education, enabling marketers to adapt and succeed in an ever-changing landscape.

To facilitate immediate application of these strategies, the book concludes with a practical ten-point action plan. This framework provides step-by-step guidance for readers to implement what they've learned, ensuring they can translate knowledge into action and achieve their goals.

Overall, "Go for No! for Network Marketing" equips readers with the mental tools and actionable strategies needed to not only handle rejection but to use it as a catalyst for growth, thereby transforming their sales approach and enhancing their results in the competitive field of network marketing.

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## About the author

In the chapters summarized here, we delve into the journey of Richard Fenton, an accomplished author and professional speaker whose insights and storytelling captivate audiences. Known for his best-selling business fable *\*Go for No!\**, Fenton's writing is characterized by a blend of motivational principles and relatable narratives. In this summary, we will explore the evolution of his career and the various themes present in his works.

The chapters highlight Fenton's transition from primarily motivational literature to embracing fiction with *\*Onyx Webb\**, a series that merges elements of fantasy and thriller. This shift allows him to explore complex characters and deeper themes while still imparting valuable lessons on success, resilience, and the power of perseverance—core messages that resonate throughout his previous works.

Fenton's earlier titles, such as *\*Million Dollar Year\**, which discusses strategies for achieving significant financial goals, and *\*The Fear Factory\**, which tackles overcoming fears that hinder personal and professional growth, provide a foundation for understanding the mindset he champions. Each of these works emphasizes the importance of setting high goals and confronting obstacles head-on.

In contrast, *\*Onyx Webb\** introduces readers to an intricate narrative that

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intertwines individual stories across time and space, reflecting Fenton's belief in the interconnectedness of people's experiences. By creating a multifaceted world, he illustrates how personal choices and challenges contribute to shared human themes, enhancing the reader's emotional investment in the characters' journeys.

As we navigate through these chapters, we observe Fenton's passion for storytelling as a vehicle for conveying essential truths about life and business, ultimately inspiring readers not only to pursue their goals but also to appreciate the struggles and triumphs along the way. His ability to weave motivational elements into engaging tales allows Fenton to touch lives beyond mere words, making his body of work a testament to the power of narrative in forging connections and fostering growth.

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# Chapter 1 Summary: Title

**Title:** Go for No! for Network Marketing

## Summary:

In "Go for No! for Network Marketing," the authors, Richard Fenton and Andrea Waltz, challenge conventional thinking in the field of network marketing by presenting a powerful philosophy: embracing rejection and failure as stepping stones to success. The book opens with a straightforward premise—that success in network marketing is deeply intertwined with resilience and a willingness to face "no."

The narrative begins by introducing key concepts that redefine the typical mindset of sales and recruitment. The authors emphasize the importance of changing one's relationship with rejection. Rather than fearing "no," network marketers should actively seek it out, as each rejection is an opportunity to refine skills and bolster determination. This counterintuitive advice encourages individuals to adopt a mindset that sees every "no" as closer to a "yes."

The chapters unfold through a blend of personal anecdotes and illustrative

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examples from the authors' experiences in network marketing. They share stories of individuals who have transformed their careers by shifting their perspective on failure. For instance, they recount the journey of a hesitant marketer who initially viewed rejection as a reflection of personal inadequacy but eventually learned to welcome it, leading to greater success.

A significant theme that emerges is the concept of setting goals that emphasize quantity over quality. By focusing on the number of prospects contacted rather than the immediate outcome of each interaction, marketers can maintain momentum and grow their networks. This strategy encourages a prolific approach to marketing, where the sheer volume of outreach dilutes the emotional weight attached to individual rejections.

The authors also sprinkle motivational insights throughout the text, highlighting the power of perseverance and the necessity of maintaining a positive attitude. They argue that network marketers must cultivate a thick skin and recognize that the rejection felt in the industry is not personal but rather a natural part of the sales process.

As the chapters progress, practical tips are woven in, such as developing a daily routine centered around outreach activities and utilizing visual reminders of goals to maintain motivation. These actionable strategies serve to empower readers and focus their efforts toward long-term success, reinforcing that the journey in network marketing is one of persistence and

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resilience.

In conclusion, "Go for No! for Network Marketing" presents a refreshing and impactful perspective on sales and rejection. By embracing "no" as a critical component of the journey to success, readers are equipped with the mindset and tools necessary to thrive in the competitive world of network marketing. The transformative approach advocated by Fenton and Waltz underlines the fundamental lesson: that true growth arises not from the fear of failure but from the courage to persist despite it.

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# Chapter 2 Summary: Two Small Letters Big Difference

## ### Summary of Chapters

### #### N.O.: Two Small Letters, Big Difference

Fear of failure and rejection is a universal experience, but it doesn't have to impede personal growth or success. Rather than viewing "no" as a setback, it can be transformed into a powerful tool for empowerment. Children often bounce back from rejection with resilience, a quality that can diminish in adulthood. The goal of this chapter is to encourage readers to reclaim that resilience and to see "no" not as an end but as an opportunity for learning and growth.

### #### A Counter-Intuitive Concept

This chapter challenges conventional beliefs regarding failure and success by presenting counter-intuitive ideas. Here, the analogy of a Zen master and student is employed to illustrate the importance of being open to new ideas. The metaphor of "emptying one's cup" suggests that one must let go of preconceived notions to absorb new knowledge and strategies, setting the stage for personal development.

### #### Can You Empty Your Cup?

To truly engage with the teachings of this book, a willingness to reassess

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your beliefs about success and failure is essential. The authors propose that intentionally increasing the frequency of failure can be one of the most effective paths to success. How individuals respond to rejection greatly influences their long-term achievement, making it crucial to cultivate a positive relationship with "no."

#### #### So, What About You?

This chapter emphasizes that your response to rejection can significantly shape your path towards success. Most people shy away from failure, leading to mediocrity rather than greatness. Embracing "no" more often is essential; statistically, those who succeed do so because they accept that encountering failure is part of the journey toward greater success.

#### #### The Greatest Success Strategy in the World

The concept of achieving success through increased attempts and acceptance of failure is not merely theoretical; it is backed by real evidence. The authors share stories and testimonials from individuals who have effectively applied these principles, especially within the realm of network marketing, highlighting how resilience in the face of rejection leads to success.

#### #### Everyone "Sells"

Sales skills are ubiquitous and extend beyond traditional contexts. Every person engages in "selling," whether it's promoting an opportunity or persuading family members. Overcoming rejection is a collective human

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experience, reinforcing the notion that mastering responses to "no" is essential in all aspects of life.

#### #### A Life Philosophy

The "Go for No!" philosophy is presented as a holistic life approach that motivates individuals to pursue their dreams without being deterred by the fear of rejection. This mindset promotes risk-taking in both personal and professional domains, framing the many rejections one encounters as stepping stones to achieve noteworthy outcomes.

#### #### Personal Story: Jackie Christiansen

Jackie Christiansen shares her journey in network marketing, detailing early successes that were met with subsequent challenges and losses. Confronted with a significant setback within her organization, she faced the dilemma to either quit or press forward. Choosing persistence, Jackie quickly replaced her lost income and rebuilt her business. Her narrative highlights the power of mindset in determining one's future success. She illustrates the idea that embracing rejection and harnessing personal determination can lead to the realization of one's dreams, empowering readers to take control of their future and strive towards their aspirations.

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## **Chapter 3 Summary: Go for No Story: Jackie Christiansen**

### **Chapter 3 Summary: The Journey from Newbie to Success**

In this chapter, Jackie Christiansen shares her transformative journey in network marketing, beginning with a surge of enthusiasm and rapid initial success. Buoyed by ambition, she quickly recruited 11 individuals to her team within the first two weeks, leading her to believe that achieving success in this business would be straightforward.

However, Jackie soon faced significant challenges. Within six weeks, 9 of her recruits left, forcing her to confront feelings of defeat and the temptation to quit. Through introspection, she recognized that personal circumstances and timing played crucial roles in her recruits' decisions to leave. This understanding helped her see their departures not as personal failures, but as part of the broader journey of the business.

At a critical juncture, Jackie was faced with the choice to either abandon her dreams or rally her resolve and continue. Remembering the words of her upline mentor—who had encouraged her never to give up—she chose to restart her efforts. This decision not only rekindled her motivation but ultimately defined her career path.

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Jackie's persistence paid off remarkably; within seven months, she had replaced her previous income and helped her husband retire at the young age of 49. This shift greatly improved their quality of life and allowed them to fulfill long-held aspirations.

Central to Jackie's philosophy is the belief in individual empowerment and the ability to take control of one's life and destiny. She underscores the necessity of mastering one's emotions and tapping into the resilience of the human spirit to pursue goals, regardless of the obstacles that arise.

Further, she introduces the "Go for No!" philosophy, which highlights that failure is an integral part of the road to success. Jackie explains that overcoming rejection—whether in sales or daily life—is essential for personal growth and achievement. She asserts that everyone is essentially involved in a selling process and that tenacity is crucial for success.

Ultimately, the insights from the "Go for No!" philosophy extend beyond the realm of sales. They encourage individuals to embrace rejection and use it as a stepping stone toward achieving their desires. This empowering mindset inspires readers to pursue their goals fearlessly, reinforcing the notion that each "no" encountered brings them closer to eventual success.

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## Chapter 4: The Greatest Success Strategy in the World

The chapters of “The Greatest Success Strategy in the World” present a transformative perspective on the relationship between failure and success, urging readers to embrace rejection as a vital step towards achieving their goals.

The opening chapter reveals a paradox: winners often encounter more failures than those who do not pursue their ambitions because they understand that increasing their risk of failure is essential for success. This concept, termed the "Go for No!"<sup>®</sup> approach, is supported by real-life testimonials from individuals in various fields, especially network marketing, demonstrating its universal applicability.

Focusing on network marketing, the authors illustrate how these principles have been instrumental in the growth of businesses. They encourage readers to immerse themselves in the strategies laid out in the book, emphasizing that effective application is crucial for tangible results.

Next, the text broadens the definition of selling beyond mere transactions. Everyone, from entrepreneurs to parents, is involved in some form of persuasion. The authors stress that overcoming rejection is a fundamental aspect of progress in any scenario, linking sales skills to everyday life.

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As the narrative develops, "Go for No!"<sup>®</sup> is presented not just as a sales technique but as a comprehensive life philosophy. The authors advocate for a mindset shift where rejection is seen as a necessary step toward achieving one's aspirations. By confronting the fear of "no," individuals can harness rejection to empower their journeys.

The authors challenge conventional notions of failure and success. Traditionally, failure is seen negatively while success is idealized; however, they argue that meaningful success is predicated on one's willingness to embrace failure. They propose that pursuing failure strategically can ultimately lead to success.

Furthermore, the text explores the interplay between success (the "yes") and failure (the "no"), framing them as interconnected rather than opposing forces. This recognition encourages readers to discard binary thinking and understand that both experiences are essential for personal and professional growth.

The authors highlight a hierarchy of attitudes toward failure, demonstrating that success correlates more closely with a person's willingness to accept rejection than with traditional intelligence measures (IQ). They introduce the concept of "NO-Quotient" (NQ), which reflects one's capacity to endure disappointment on the path to success.

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Personal testimonies from various individuals are shared throughout the chapter, showcasing stories of resilience in the face of rejection. These narratives illustrate that persistence and a positive mindset are crucial components in navigating the challenges of life.

In conclusion, the authors empower readers to view rejection as a powerful ally in their quest for success. By embracing a mindset of resilience and courage, individuals can reshape their approach to achieving their dreams, transforming negative experiences into stepping stones towards a brighter future.

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# Chapter 5 Summary: Your NQ (NO-Quotient™) is Significantly More Important Than Your IQ

## NQ vs. IQ: Understanding Success

In today's competitive landscape, success is increasingly attributed to the No-Quotient (NQ) rather than the traditional Intelligence Quotient (IQ). NQ emphasizes the resilience and determination required to overcome rejection and setbacks, qualities that often set high achievers apart from those who falter at the first sign of difficulty. While many individuals might not even be aware of their IQ, it is the ability to persist in the face of failure that truly determines one's path to success.

The journeys of successful individuals often include numerous "successful failures." These narratives highlight that significant achievements frequently arise from navigating setbacks with courage and a steadfast resolve. The distinguishing characteristic of these high achievers is their relentless pursuit of goals despite the obstacles they encounter.

Contrastingly, while intelligence can be an asset, it does not inherently guarantee success. Individuals with high IQs may struggle with financial or professional achievement if their greater awareness of risks leads to hesitation or inaction. Embracing challenges and adopting a proactive

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approach—characteristics often found in those willing to fail—facilitates a rapid learning process that fosters adaptability and growth.

This brings us to the concept of the Failure Quotient, which gauges an individual's resilience in overcoming adversity. Questions regarding one's tolerance for failure and the ability to process negative feedback serve as essential predictors of extraordinary potential. History consistently demonstrates that failures tend to be overshadowed by eventual successes, further emphasizing the importance of resilience in the success narrative.

Historical context offers compelling lessons; many noteworthy inventions and innovations—such as Jell-O, the microwave oven, and Band-Aids—are byproducts of failures that occurred during the creative process. Especially within progressive environments like Silicon Valley, failure is not just tolerated but celebrated as a necessary milestone en route to significant breakthroughs. This mindset transforms setbacks into valuable learning opportunities, laying the groundwork for eventual success.

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## Chapter 6 Summary: How High Is Your Failure Quotient?

In "How High Is Your Failure Quotient?", the chapter delves into the essential role of failure in the pursuit of success. It challenges readers to reflect on their capacity to endure failures, setbacks, and constructive criticism on their path to extraordinary accomplishments. The central theme is clear: failures are often eclipsed by the celebration of successes, making it crucial to reframe how individuals perceive setbacks.

Expanding on this notion, "Embracing Failure as a Stepping Stone" emphasizes that many groundbreaking products and inventions emerged from what could be deemed failures or "happy mistakes." Iconic items such as Jell-O, Band-Aids, and penicillin highlight the serendipitous nature of innovation. The chapter notes that in environments like Silicon Valley, failure is not shunned; rather, it is embraced as a fundamental aspect of the creative process.

Brian Carruthers' narrative in "Brian Carruthers' Journey in Network Marketing" exemplifies the necessity of resilience. Sharing his experiences in network marketing, he recounts how he faced numerous rejections but viewed each "no" not as a defeat but as part of a sorting mechanism in building his business. His commitment and ability to persist through challenges ultimately paved the way for his success and the leadership of a

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thriving team.

The metaphor of "Mining for Gold" illustrates the journey to success as akin to the evolution of gold mining techniques. Initially relying on simple panning methods, the pursuit of gold has transformed to encompass more sophisticated strategies. This comparison serves to stress that success often involves a process of elimination—removing ineffective strategies rather than solely discovering new ones.

Lastly, the chapter draws on the example of Thomas Edison to illustrate the principle of "Failing Faster." Edison's well-known assertion that he discovered ten thousand ways that didn't work encapsulates his belief in the necessity of rapid experimentation. By hiring less experienced inventors, he sought to expedite the failure process, thus accelerating the path to success.

In summary, the chapter advocates for cultivating a high tolerance for failure, framing it as an indispensable element of achieving notable success. Whether through individual perseverance or innovative processes, the willingness to embrace and learn from failure is portrayed as a critical factor in the journey toward achievement.

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# Chapter 7 Summary: Mining for Gold (“The Need for Speed”)

## Mining for Gold: The Need for Speed

The evolution of gold mining illuminates the transformation of techniques aimed at maximizing efficiency and profitability in a resource-scarce environment. Initially, gold seekers relied on the straightforward method of panning in riverbeds, but as easily accessible deposits dwindled, they turned to more intricate methods. Heavy machinery allowed miners to excavate deep into the earth, leading to innovations such as hydraulic mining. This technique marked a fundamental transition in focus—from searching for gold itself to efficiently removing dirt and materials surrounding it. The primary objective became not only to extract gold but to do so swiftly and cost-effectively, highlighting the importance of speed in the mining process.

## Thomas Edison and the Need to "Fail Faster"

Thomas Edison’s tireless pursuit of the incandescent light bulb serves as a pivotal case study in the value of resilience and the embrace of failure. Despite facing thousands of unsuccessful trials, Edison reframed these setbacks as valuable lessons learned—“discovering ways that did not work” became key to his innovative process. His willingness to fail quickly led him to hire less skilled inventors, allowing for accelerated experimentation. This

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method emphasized that each failure was a step closer to success, fundamentally arguing that an acceptance of failure is critical for achieving extraordinary results.

## **Quantity Trumps Quality**

In the realm of presentations and proposals, the principle of action over perfection comes to the forefront. While delivering high-quality presentations is certainly important, the sheer number of attempts plays a more crucial role in overall success. The frequency of engagements—knocking on doors, sending invitations, and making presentations—significantly impacts outcomes. Even less polished presentations can produce fruitful results if they deliver valuable offers to prospects, in stark contrast to the lost opportunities that arise from inaction. The overarching lesson is clear: taking action in high volume is essential for achieving meaningful success.

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## Chapter 8: Quantity Trumps Quality

### Summary of "Quantity Trumps Quality"

In the world of network marketing, the ability to make presentations is crucial for success. The central assertion is that delivering a higher number of presentations is more important than achieving flawless execution in each one. Engaging with prospects frequently breeds potential success, even if those presentations are not perfect.

The author stresses that improvement in presentation skills relies heavily on consistent practice rather than over-preparing or perfecting a script. Drawing from personal experiences, he illustrates that individuals who regularly speak in front of audiences—irrespective of the quality of their performances—often achieve greater success than those who hesitate to present due to perfectionist tendencies.

Perfectionism can be a significant pitfall for many in network marketing. The author cautions that the pursuit of an ideal presentation can stall progress and action in an entrepreneurial environment. Instead, embracing a mindset of learning through experience and active participation is far more beneficial.

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Network marketing is distinct in its dual objective of not only selling products but also motivating others to believe in their potential for success. A highly polished presentation might actually deter potential recruits, who may feel intimidated by the presenter's level of skill and fear they cannot meet the same standards.

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# Chapter 9 Summary: The Insurance Sales Story

## The Insurance Sales Story

In Chicago, a struggling insurance company sought help from a specialist to address declining profits. The consultant swiftly identified the core issue: the sales team's failure to engage enough potential clients. Skeptical of this seemingly simplistic diagnosis, the company executives hoped for a more intricate explanation. To illustrate his point, the consultant organized an experiment, instructing salespeople to approach homeowners door-to-door with no prior leads, asking if they were interested in purchasing insurance.

The results were telling: a staggering 59 out of every 60 homeowners expressed indifference. Rather than focusing on the low closing rate, the consultant emphasized the significance of rapidly disqualifying uninterested prospects. This strategy allowed salespeople to concentrate on potential buyers, demonstrating that efficiency in identifying the few interested clients was key to success.

## Jordan Adler's Experience

Jordan Adler, a network marketer, faced an uphill battle in his pursuit of

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success. After conferring with a more experienced peer, he learned that to find a high-performing distributor ("big hitter"), he needed to recruit about 20 to 30 individuals. Committing to this strategy, Adler established a detailed grid on his wall to monitor his presentations, setting a goal of signing up one new person each month for two years. Against the odds, he successfully recruited 19 individuals during that period and eventually connected with a prominent distributor. This connection paved the way for his remarkable success, culminating in his first million-dollar milestone.

## **Your Emotional Reaction to YES and NO**

Seizing opportunities necessitates proactive engagement; they do not come to us unbidden. However, taking action often brings the risk of rejection, which can evoke strong emotional responses. This chapter examines how our reactions to acceptance (YES) and rejection (NO) shape our experiences, drawing on Aristotle's framework of persuasion—encompassing ethos (character), logos (reason), and pathos (emotion).

To thrive in networking and sales, individuals must learn to minimize emotional investment in outcomes. This detachment enables a more objective mindset akin to that of a surgeon in an operating room, where calmness and rationality are paramount. By adopting this approach, salespeople can enhance their effectiveness and efficiency in navigating

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interactions, enabling more productive relationships with prospects.

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# Chapter 10 Summary: Your Emotional Reaction to YES and NO

## Your Emotional Reaction to YES and NO

### Chapter Overview:

In navigating the realm of sales, understanding the interplay between emotional responses and decision-making is crucial. Drawing on Aristotle's three pillars of persuasion—Ethos (character), Logos (reason), and Pathos (emotion)—the chapter emphasizes the importance of rethinking our perceptions of success and failure, particularly through the lens of emotional reactions to outcomes.

### The Role of Pathos

Pathos, while essential in communication, can cloud judgment if not managed effectively. Sales professionals are encouraged to cultivate a sense of emotional detachment from the outcomes of their pitches. Just as a surgeon must maintain composure during delicate procedures, salespeople should strive to minimize their emotional investment in the results of their efforts. This detachment enables a more objective approach, fostering better

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decision-making.

## **Balancing YES and NO**

A key strategy in sales is to maintain an equal emotional response to both affirmative ('yes') and negative ('no') outcomes. While it's instinctive to feel elated when receiving a 'yes', the challenge lies in tempering these emotions to avoid the extremes of an emotional rollercoaster. The chapter advocates for a balanced perspective, suggesting that both responses should be met with neutrality to preserve clarity and focus in future interactions.

## **Navigating the "Warm Market"**

Engaging with one's "warm market"—people with whom you have established connections—requires a readiness to accept their responses without succumbing to frustration. Should you find it difficult to remain composed when faced with a 'no', the chapter advises postponing these interactions until you achieve the emotional resilience needed. This approach not only protects your well-being but also ensures that your engagements remain productive.

## **Maintaining Composure**

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The chapter draws parallels between salesmanship and poker, where emotional control is paramount. Sales professionals, like skilled poker players, must avoid “going on tilt”—a state of emotional instability that can compromise performance after setbacks. The narrative invokes the story of David Eckstein, a player who demonstrated remarkable composure during the 2006 World Series. Despite facing challenges, his steadiness ultimately contributed to his team's success, illustrating that emotional regulation is key in overcoming difficulties and achieving desired outcomes.

## **Conclusion**

Ultimately, the chapter concludes that by minimizing the emotional fluctuations associated with both successes and failures, salespeople can enhance their effectiveness and resilience. It advocates for a mindset that treats every outcome with equal weight, enabling professionals to focus on their actions rather than their emotional responses. This balanced approach is essential for fostering a stronger performance in the competitive field of sales.

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# Chapter 11 Summary: Treating YES and NO the Same

## ### Treating YES and NO the Same

Successful selling hinges on emotional resilience, requiring sellers to maintain composure whether they receive a positive or negative response. It's vital not to revel in every affirmative reply or feel disheartened by every refusal. This emotional neutrality fosters effective actions and a clearer focus on the selling process. A prime example of this composure can be seen through David Eckstein, a player for the St. Louis Cardinals during the 2006 World Series. After starting off poorly, Eckstein persevered, ultimately being named Most Valuable Player (MVP), showcasing the importance of maintaining focus under pressure.

To further enhance this emotional detachment, consider viewing prospects as items in a room, with response labels of "yes" or "no." This visualization technique helps minimize emotional turbulence and promotes a more rational approach to selling.

## ### The Jerry Kosinski Experiment

Chuck Ross conducted an intriguing experiment to showcase the arbitrary nature of manuscript rejections. He submitted a retype of Jerry Kosinski's

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acclaimed book to different publishing houses, all of which rejected it without evaluation. This underscores a significant point: rejections often stem from the biases of the rejectors rather than the intrinsic quality of the work. It serves as a reminder that rejection should be taken less personally, as it frequently reflects external opinions rather than a judgment of one's capabilities or offerings.

### ### SW-SW-SW-SW Principle

A pragmatic mindset encapsulated by the phrase, “Some Will, Some Won't, So What? Someone's Waiting,” underpins the approach to handling rejection in sales. Accepting that rejection is a common and often inevitable part of the process allows sellers to regulate their emotions and swiftly shift focus to the next opportunity. By maintaining a robust list of prospects, sellers can better absorb the shocks of rejection, viewing each 'no' as simply stepping stones towards the next 'yes.'

### ### Personal Experiences with Rejection

The narrative continues with Onyx Coale's experience as he grappled with rejection in network marketing. Initially resistant, Coale learned that the fear of rejection often arises from a desire to avoid embarrassment. However, confronting rejection is crucial for personal and professional development. Just as waitstaff learn not to take customer refusals to heart, sales

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professionals can also cultivate resilience through repeated exposure to rejection.

To build the capacity to cope with rejection, one must actively seek out experiences that elicit 'no's.' This engagement allows a realignment of focus towards self-improvement and skills enhancement, promoting a commitment to the sales process. Ultimately, defining progress outside of external validation enables individuals to thrive, lessening the impact of rejection on self-esteem and motivating a continuous quest for growth.

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## Chapter 12: Not Taking NO Personally

### ### Not Taking NO Personally

Fear of rejection often reflects a deeper concern for maintaining our personal image rather than focusing on the genuine impact we can have on the lives of others. This chapter emphasizes the need to shift our perspective: should we prioritize our appearances, or should we embrace the chance to positively influence those around us? While many people prefer to avoid the potential pain of rejection, the chapter encourages us to confront this discomfort. Rejection can be viewed not as a setback, but as an essential practice field for personal growth and development.

### ### Overcoming Rejection

To effectively overcome the sting of rejection, practice is crucial. This chapter advocates for actively seeking out rejection rather than dodging it. Engaging in real-world situations, such as negotiating prices at yard sales or boldly asking someone out, serves to desensitize individuals to the adverse feelings associated with rejection. By facing these scenarios head-on, we learn that rejection is not a reflection of our worth, but rather a common part of life that many experience.

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### ### Developing a Rejection Muscle

Building resilience against rejection can be likened to developing physical strength—no one is innately rejection-proof. The chapter suggests that repeated exposure to situations where rejection is conceivable helps to cultivate this resilience. Through consistent engagement, individuals can come to understand that each rejection is a stepping stone towards success, drawing parallels to how waitstaff gracefully handle many "no's" without taking it to heart.

### ### Tracking NOs for Growth

Gaining a clearer understanding of our experience with rejection comes from increasing awareness of the number of "no's" we encounter. A practical technique, detailed in this chapter and inspired by businessman W. Clement Stone, involves transferring beans from one pocket to another for every rejection faced. This visual representation serves as a tangible reminder of the journey we undertake, embracing rejection as a vital component of our growth.

### ### Engaging Face-to-Face

Within the realm of network marketing, maintaining personal engagement with potential recruits is crucial. The chapter stresses the importance of

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persistence; a personal anecdote illustrates how following up with contacts over an extended period can ultimately yield success. It highlights that nurturing relationships often requires time and patience, reinforcing that consistent effort in engaging with others can lead to fruitful outcomes.

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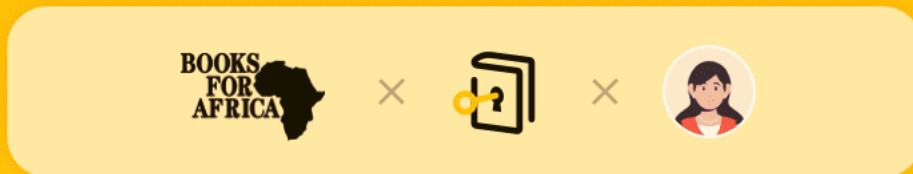




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## Chapter 13 Summary: A Heightened Sense of NO-Awareness

In the chapter titled "A Heightened Sense of NO-Awareness™," the focus is on transforming the experience of rejection in sales into a learning opportunity. To cultivate a stronger resilience against rejection, it is important to track the frequency of hearing "no." This practice not only enhances one's NO-Awareness but also reinforces the notion that rejection is an inherent aspect of the sales process. W. Clement Stone introduced an engaging technique to make rejections more manageable: moving beans or stones from one pocket to another every time you encounter a rejection. This simple action serves as a tactile reminder that rejection is not the end but rather a part of the journey in sales.

In the subsequent chapter, "To Value NO, You Must Know Its Value," the emphasis shifts to recognizing the monetary significance of each rejection. Sales professionals are encouraged to calculate the value of a "no" by analyzing their total sales over a designated timeframe and dividing that by the total number of rejections and successful sales. For example, if a salesperson typically closes one sale for every five presentations, it's essential to understand that every presentation, regardless of outcome, has a financial implication. Many salespeople often neglect this analysis or fail to acknowledge its importance regularly, which can erode motivation. By verbalizing appreciation for each "no," sales professionals reinforce its value

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and recognize it as an essential stepping stone in their sales journey.

Understanding and valuing rejection, therefore, becomes a crucial element in fostering a resilient and motivated sales mindset.

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# Chapter 14 Summary: To Value NO, You Must Know Its Value

### To Value NO, You Must Know Its Value

Understanding the value of "no" is crucial for anyone engaged in sales or marketing. A practical method to appreciate this concept involves calculating the monetary value of each rejection by assessing total sales over a period and dividing that by the total number of "noes" and "yeses" received. This calculation allows individuals to recognize that each negative response can lead to substantial opportunities.

A notable example is Allen Breed, whose perseverance in developing airbag sensors was met with decades of rejection from automakers. His steadfastness ultimately paid off, resulting in significant profits when he finally secured a sale nearly thirty years later. Every "no" he encountered reflected a cumulative worth that materialized only when he capitalized on the right opportunity.

Mary's experience further illustrates this principle. She manages to close one sale for every five presentations, earning \$500 per successful sale. By averaging her commission across all attempts, she calculates each presentation's value at \$100, emphasizing that every rejection also

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contributes to her journey towards success.

Three key points emerge in understanding the value of "no":

1. Many individuals fail to quantify the actual value accompanying each "no."
2. Even those aware of this value often overlook it during moments of rejection.
3. Typically, people refrain from vocalizing this worth to themselves.

A practical strategy post-rejection involves expressing gratitude for the "\$\_\_\_" value assigned to that "no," nurturing a positive mindset. This reinforces the idea that rejection can serve as a stepping stone for growth.

### ### Having YES-Goals Are Important; Having NO-Goals Are Critical

In line with recognizing the value of "no," the text advocates for the establishment of NO-goals—objectives centered around the amount of rejection one aims to experience. This framework complements traditional YES-goals, creating a balanced approach to achievement. By intentionally seeking out "noes," individuals maintain motivation and productivity, preventing stagnation that often occurs when the sole focus is on securing "yeses."

Incorporating NO-goals encourages continual action, even in the midst of

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disappointment, fostering resilience and enhancing long-term success in fields like network marketing. This strategy not only builds a healthier relationship with rejection but also positions individuals to seize opportunities that arise from persistence and effort.

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# Chapter 15 Summary: Having YES-Goals Are Important. Having NO-Goals Are Critical.

### Summary of Chapter 15: The Importance of NO-Goals

In this pivotal chapter, the authors introduce the transformative idea of NO-Goals, arguing that these are essential for success in network marketing. While traditional YES-Goals—targets focused on achievements—play a crucial role, an overemphasis on them can lead to complacency. Individuals may settle into a comfort zone, negatively affecting their productivity and drive.

The authors advocate for the practice of setting failure quotas alongside YES-Goals, essentially encouraging individuals to aim for a specific number of NO responses in their outreach efforts. This innovative approach not only motivates continuous engagement but also shifts the focus away from merely celebrating successes to recognizing the value of persistence and effort in the face of rejection.

To illustrate the effectiveness of NO-Goals, the chapter recounts the experience of a telemarketer who aimed for twenty NOs each day. Initially dismissed as an unrealistic target in network marketing, this tactic turned out to be productive and rewarding, paving the way for improved interactions

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and heightened performance.

Additionally, the chapter features a narrative from Pat Petrini, who shares her journey from being a young and inexperienced individual to achieving significant income growth through relentless networking and face-to-face engagements. This underscores the notion that challenges and perceived disadvantages can be transformed into strengths through dedication and hard work.

The authors also explore the concept of the comfort zone—where individuals feel safe but ultimately limit their potential. Achieving or exceeding comfort thresholds often leads to a retreat from challenging endeavors, thereby stunting personal and professional growth. The chapter warns against setting quotas that may inadvertently become self-fulfilling prophecies, leading to decreased performance.

In conclusion, Chapter 15 emphasizes the duality of success by advocating for the acceptance of both YES and NO responses. It encourages readers to persist in their endeavors, push beyond their comfort zones, and embrace the full spectrum of their experiences in order to unlock their true potential and achieve more significant accomplishments.

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# Chapter 16: The Perils of the Comfort Zone

## The Perils of the Comfort Zone

In this chapter, the author delves into the concept of the "comfort zone," a term popularized by Jim Newman in the 1960s, which originally described a range of temperatures in climate control systems. While maintaining a comfort zone is beneficial for physical environments, it can have detrimental effects on human performance, particularly in striving for financial success. Individuals often set targets—such as sales goals—based on their need for comfort. Once they surpass these targets, they may unconsciously ease off, leading to complacency and a skewed sense of self-worth. This creates a cycle where individuals view their targets as maximum achievements rather than minimum standards, ultimately resulting in reduced performance.

## Transforming Mindsets: The Power of "No"

Aaron Mathis narrates his transformative journey of embracing a "Go for No" mindset, driven by his experiences with failure and rejection. He recounts the story of how he met his wife, Jessica, highlighting their shared journey through numerous rejections before ultimately finding success. Within the realm of network marketing, Mathis illustrates how initial "no"

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responses can often be misinterpreted, emphasizing that they may simply mean "not right now." He encourages perseverance and the importance of follow-up, suggesting that opportunities can evolve with persistence. Mathis also addresses the prevalent misconception that network marketing is not a legitimate career path, asserting that, in an era of increasing job insecurity,

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## Chapter 17 Summary: Setting NO-Goals™

In the journey of personal and professional growth, one common obstacle is the comfort zone, which can stifle ambition and dampen performance. To surmount this challenge, the concept of **NO-Goals** emerges as a transformative approach. Unlike traditional **YES-Goals**, which focus solely on achieving positive outcomes, **NO-Goals** encourage individuals to reframe their objectives and embrace rejection as part of the growth process.

**Example of Jill's Sales Strategy** illustrates this shift beautifully. Jill begins her week on a high note, successfully closing three sales calls on Monday. However, with a target of only three sales for the week, she faces a dilemma: to ease up on her calling efforts and settle into complacency, or to harness her momentum for greater success. The inherent danger here is that resting on past achievements can lead to average performance and a return to the comfort zone.

The solution lies in the adoption of **NO-Goals**, which adjust Jill's mindset. If she had set a **NO-Goal** of receiving nine rejections over the week, her actions would have significantly shifted. Instead of slowing down after her initial success, the awareness that she hasn't met her **NO-Goal** would motivate her to make more calls. By seeking out rejections, Jill effectively boosts her opportunities for success, propelling her toward not just meeting but potentially exceeding her sales targets.

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This leads to an intriguing revelation presented in **The Irony of Success and Failure**. The text posits that an overemphasis on achieving successes can, paradoxically, hinder performance. In contrast, welcoming failure—such as pursuing a larger volume of rejections—can pave the way for significant breakthroughs. By diverting attention from YES-Goals and channeling efforts into generating NO-Goals, individuals can foster behaviors that naturally lead to success, illustrating that in many situations, the path to achievement may lie in embracing what we typically avoid.

In conclusion, adopting NO-Goals allows individuals like Jill to break out of their comfort zones, maintain momentum during peaks of success, and ultimately enhance their overall performance by redefining what "success" really entails.

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## Chapter 18 Summary: How Having NO-Goals™ Corrects the Situation

In this section, the author delves into unconventional approaches in network marketing, particularly comparing the efficacy of NO-Goals and YES-Goals. Jill, a typical network marketer, usually sets a goal of closing three sales from three daily calls, maintaining a 25% success rate. Instead, by implementing a NO-Goal of aiming for nine rejections in a week, Jill shifts her focus. This change encourages her to increase her calling activity rather than halt after meeting her sales objective. Psychologically, this reorientation allows for greater engagement and productivity, ultimately leading to a higher number of sales than initially anticipated for the week and the month.

The underlying irony is profound: a narrow focus on achieving success might hinder performance, while embracing the concept of failure can catalyze significant achievements. This idea suggests that marketers should substitute traditional metrics of success for behaviors that invite rejection, knowing that a larger volume of "noes" can inherently foster an increase in "yeses" over time.

Next, the concept of the "chicken list" comes into play. This term denotes individuals whom marketers perceive as socially superior and are, therefore, reluctant to approach. Interestingly, individuals on this list may possess

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open-mindedness and be more inclined to succeed in network marketing. The author shares personal anecdotes that illustrate the unexpected positive outcomes of reaching out to these intimidating contacts. An example reveals how a connection with a successful real estate investor evolved into mentorship, showcasing the untapped potential of engaging with those initially deemed off-limits.

The passage then transitions to the importance of the F.U.N., or Fundamental Understanding of Numbers, in network marketing. Through personal insights, the author emphasizes that an awareness of numerical trends can illuminate the pathway to success. Despite early struggles, tracking metrics revealed that exposing around 11,000 people led to a notable number of sales, affirming that consistent exposure correlates with a higher closing rate. This numerical insight serves as motivation during periods of frequent rejection, reinforcing the notion that understanding the numbers behind the process is vital.

Further expanding on the theme of increasing "noes," the author discusses the potential for securing more rejections even after a sale is made. Once a customer accepts a purchase, there exists an opportunity to offer additional items, resulting in a potential sequence of rejections before any further success is achieved. This strategy encourages salespeople to see value in each interaction, as desensitization to rejection is a valuable byproduct of repeated attempts. The narrative concludes by asserting that shifting the

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focus from success to rejection can fundamentally transform sales strategies and outcomes within network marketing, illuminating a pathway to thriving in a field often riddled with challenges.

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## Chapter 19 Summary: Increase the Noes in Each Interaction

### ### Increase the Noes in Each Interaction

In any sales environment, one effective approach is to cultivate a mindset that embraces the power of obtaining “noes.” While many people view a “yes” as the end goal, seasoned salespeople understand that each “yes” can lead to additional opportunities for rejection. For instance, in a retail setting, when a customer agrees to purchase a suit, the opportunity arises to introduce related products such as shirts, ties, and shoes. By guiding the customer through these additional choices, a salesperson might encounter multiple “noes” — sometimes as many as twenty or forty — before finalizing further sales.

This philosophy encourages sales professionals not to stop at the initial agreement, but to actively seek further interactions that may yield additional “noes.” Asking for referrals can also be a beneficial strategy, as it fosters an environment where the pursuit of additional clarity and potential sales is welcomed, rather than shied away from. Importantly, the pursuit of a “big no”—similar to that of a “small no”—is equally significant, emphasizing that every rejection is an opportunity for learning and growth.

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### ### On Money Mindset

When diving into the world of network marketing, many individuals bring with them a mindset shaped by their own financial limitations. This perspective can lead to the false assumption that others share the same constraints. However, it's essential to shift away from this mindset and recognize the diversity of financial situations among potential customers. By asking insightful questions about their budget, salespeople can uncover a spectrum of willingness to invest—ranging from minimal amounts to significant figures.

Assumptions based on personal experience can hinder the discovery of valuable opportunities. For instance, some customers may overlook higher-tier investment options simply due to a lack of information or inquiry. By prioritizing engagement and curiosity, rather than jumping to conclusions, sales professionals can better tap into these hidden potentials.

### ### Never Make Decisions for Others

In the context of sales, one of the most detrimental behaviors is prejudging a customer's readiness or financial capability to purchase. This self-rejecting attitude often leads salespeople to make assumptions on behalf of potential buyers, which is counterproductive to success. Each interaction presents a unique opportunity, and the only opinion that truly matters is that of the

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prospective customer's.

Self-rejection can be more painful than the rejection that might come from a client, as it narrows the field of possibilities for both the seller and the buyer. It is essential to embrace every chance for engagement, allowing customers the opportunity to express their choices, whether they align with the desired outcome or not. By fostering an environment that welcomes the chance to say "no," salespeople enhance their potential for future successes and deeper relationships.

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## Chapter 20: Never Make Decisions for Others

In the chapter "Never Make Decisions for Others," the author emphasizes the common pitfall salespeople encounter when they preemptively judge a potential customer's willingness or ability to purchase. This tendency to self-reject—deciding for prospects without allowing them the opportunity to respond—can severely limit a salesperson's chances of success. Instead of assuming a negative response, salespeople are encouraged to create an open dialogue, allowing prospects the chance to express their interest, whether it's a yes or a no.

In the subsequent section, "On Prejudging," the author delves deeper into the consequences of such assumptions. Prejudging can lead to missed opportunities since success is not always readily visible in a person's demeanor or financial situation. Everyone, regardless of their current status, possesses the potential for success driven by internal motivations, which can often be underestimated or misidentified by an outside observer. The message here is clear: maintain an open mind, approach each individual without preconceived notions, and be ready to engage.

The chapter progresses to "Stepping Over 'The Line'," where the author discusses the interpersonal dynamics between salespeople and prospects. Salespeople often hesitate to push boundaries, fearing they may come across as too aggressive or invasive. However, the author argues that these invisible

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lines should sometimes be crossed, as doing so can uncover customers' real desires and needs. Not all information provided by prospects—especially regarding their budgets—is entirely accurate. By daring to step past these self-imposed limits, salespeople can tap into deeper motivations that might not surface in ordinary conversation.

In conclusion, the chapter underscores the importance of having an open mind regarding prospects. By eliminating the habit of prejudging and embracing moments that challenge their comfort zones, salespeople can uncover hidden opportunities for success that would otherwise remain unreachable. This approach not only transforms their sales strategy but also fosters a more authentic connection with potential customers.

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# Chapter 21 Summary: Stepping Over “The Line”

## Stepping Over “The Line”

In the realm of sales, one of the prevalent anxieties is navigating the concept of "stepping over the line" with potential buyers. This line symbolizes an unseen boundary where a salesperson risks irritating a customer by being overly aggressive. Understanding this line is crucial yet complex, as it varies from person to person. Many sales professionals tend to err on the side of caution, avoiding the line altogether, which in turn, curtails their sales potential.

To successfully identify where this boundary lies, sales personnel may need to occasionally venture past it, as this exploration can lead to better insights about the customer’s true needs. It’s commonly noted that customers often propose unrealistic budgets based on preferences rather than actual financial capabilities. While overly aggressive tactics should be avoided, adopting a strategic assertiveness is essential for unlocking sales opportunities.

## The Concept of “Pully” vs. “Pushy”

Instead of being pushy, which typically triggers resistance, salespeople

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should embrace a “pull” approach. This strategy focuses on fostering a vision that captivates the customer’s interest and invites thoughtful inquiries. For example, by asking probing questions, sales professionals can uncover the genuine needs and motivations of their clients, moving away from a hard-sell methodology.

Real-world examples highlight the effectiveness of this approach. Salespeople who have faced the sting of repeated rejections often find renewed success when they shift from aggressive tactics to a more engaging manner that intrigues prospects, effectively pulling them into the conversation.

### **Every No is Valuable Information**

A key revelation in sales is that a prospect's “no” does not signify failure; rather, it represents a valuable opportunity for learning and growth. Each rejection contains insights that can inform future interactions.

Top-performing sales professionals view “no” as a stepping stone towards improvement, allowing them to probe deeper for understanding and alternative approaches.

Additionally, a vague response like “let me think about it” is often less beneficial than a definitive “no.” Clarity in these conversations eliminates

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confusion regarding the customer's intentions. Understanding the reasons behind a customer's refusal can significantly enhance future strategies and boost overall sales effectiveness.

In summary, rethinking the relationship with rejection and the approach to boundary-setting can profoundly elevate sales performance. By dissecting and learning from each "no," sales professionals can refine their techniques and cultivate continuous growth within their field.

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# Chapter 22 Summary: Every No Has Hidden Information

## Summary of Chapter 22: Go for No! for Network Marketing

In Chapter 22, titled "Go for No! for Network Marketing," the author explores the often misunderstood concept of rejection in sales, particularly the value of the word "No." Each "No" serves as a crucial piece of feedback that can guide marketers and salespeople towards more effective interactions. The chapter emphasizes the idea that instead of viewing a rejection as a setback, it should be perceived as an opportunity to gain insight and improve prospects' engagement strategies.

### Understanding 'No' as Valuable Feedback

The notion of obtaining a "No" stresses the potential benefits hidden within negative responses. By recognizing each rejection as a valuable acquisition of information, salespeople can refine their methods and enhance their understanding of what motivates prospects.

### Problems with Indeterminate Responses

The chapter warns against responses like "Let me think about it," which can be particularly damaging. These vague replies often provide a false sense of

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progress and obscure a genuine "No." Furthermore, they can stop any further investigation into the reasons behind the potential customer's hesitation, limiting opportunities for improvement.

## **Mindset of Top Performers When Facing Rejection**

Top sales performers embrace rejection as part of the journey. They adopt a mindset that views "No" not as an end, but as a beginning: "And now we begin!" This curious approach urges them to dig deeper and ask why the prospect said no, allowing for growth and better future engagements.

## **Effective Strategies for Handling Rejections**

When faced with disinterest, the chapter advocates for a shift in focus. Salespeople should pivot the conversation rather than press harder for a sale. By asking, "Do you know anyone who might be interested?" they can redirect the dialogue towards potential referrals, opening new avenues rather than closing off opportunities.

## **The Importance of Persistence**

Interpreting "No" in sales as "Not yet" highlights the significance of persistence. The chapter underscores the idea that successful salesmanship requires persistence balanced with the wisdom to recognize when to take a

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step back. This balance is inspired by insights from renowned figures like Woody Allen and Winston Churchill, who stress resilience in the face of challenges.

## **Conclusion**

Ultimately, the chapter reinforces the importance of learning from every "No" encountered. By continuously refining approaches and maintaining a positive, persistent outlook, individuals in network marketing can achieve long-term success.

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## **Chapter 23 Summary: NO doesn't mean never. NO means not yet.**

### **Chapter 23 Summary: Understanding NO in Sales**

In the realm of sales, the concept of rejection is often viewed negatively, but it's crucial to understand that a "NO" does not equate to a definite end—it often simply signifies "not yet." This perspective is reinforced by the wisdom of filmmaker Woody Allen, who highlights that showing up is vital. However, it's the consistent act of showing up—being persistent—that ultimately drives success. It's important to balance this persistence with self-awareness, recognizing when to pivot or withdraw; many salespeople prematurely abandon prospects, missing out on potential opportunities.

Sales statistics reveal a stark reality: a large proportion of sales professionals give up far too quickly after encountering rejection. A staggering 44% will throw in the towel after just one "NO," while 22% quit following a second rejection, 14% after a third, and 12% after the fourth. Cumulatively, this means that an overwhelming 92% of salespeople discontinue their efforts after hearing only four rejections from a potential client. However, it's noteworthy that many customers—around 60%—frequently say "NO" multiple times before considering an agreement, suggesting that persistence is often essential in overcoming initial resistance.

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Given these insights, it becomes clear that sales professionals should aim to approach qualified prospects at least five times before deciding to move on. This strategy should be executed with positive persistence that avoids aggression, ensuring that each follow-up fosters a constructive dialogue rather than an uncomfortable encounter. In summary, by embracing the potential of "NO" as a stepping stone to "YES," salespeople can enhance their effectiveness and ultimately increase their chances of success.

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## Chapter 24: One Size Does Not Fit All

### ### One Size Does Not Fit All

Sales success hinges on understanding that each prospect responds differently to rejection. Research reveals that a staggering 92% of salespeople abandon their efforts after just four "no's." Specifically, 44% give up after the first rejection, 22% after two, and 14% after three. However, the reality is that many customers—60%—often say "no" multiple times before agreeing to a purchase, typically up to four times. This emphasizes the importance of persistence in sales; a minimum of five follow-ups is recommended. Each follow-up should be approached with a positive and tenacious mindset, as this can significantly increase the likelihood of success.

### ### Dealing with Negative People

Negative interactions are an inevitable part of the sales landscape. To navigate these challenges effectively, it's crucial to remain composed. Often, rudeness or negativity from others is a reflection of their own personal struggles, and understanding this can aid in managing your reactions. Setting clear boundaries is essential, especially if someone is consistently harmful to your team dynamics.

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When networking, organization plays a pivotal role. Keeping meticulous records of interactions—including personal responses—can facilitate re-engagement efforts. Additionally, sharing success stories and positive outcomes from your network can serve as motivation, reigniting interest among past contacts.

### ### To Qualify or To Disqualify: That Is the Question!

The qualification of a sales prospect pivots on two vital components: want and need. It is crucial not to disqualify someone simply due to a lack of immediate desire, as this can indicate a failure in the sales approach. Instead, disqualification should occur only when a prospect demonstrates no tangible need for the product or service being offered.

Fundamentally, selling is about creating desire and showcasing value. Persistently engaging with qualified prospects is essential—continue reaching out until they recognize the value of what you provide.

### ### Conclusion

Ultimately, success in networking and sales is built upon persistence, understanding customer needs, and effectively managing negative interactions. Embrace the ongoing process of following up, remain

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organized in your approach to prospects, and prioritize the cultivation of lasting relationships over time.

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# Chapter 25 Summary: To Qualify or To Disqualify: That Is the Question!

### Summary: To Qualify or To Disqualify: That Is the Question!

In the realm of network marketing, understanding the distinction between a qualified buyer and a disqualified one hinges on two main factors: desire (want) and necessity (need). It is crucial to recognize that while a potential buyer may not yet desire your offer, that alone should not disqualify them. However, a lack of need indicates that further pursuit would be futile. Therefore, the essence of selling lies in cultivating desire based on genuine needs, ensuring that efforts are directed toward those who can truly benefit from the offering.

### Success Rate

When building a business, two predominant strategies emerge: prospecting and marketing. Prospecting involves proactive outreach, engaging potential customers directly, while marketing tends to be more passive, focusing on creating awareness. Networking primarily serves prospecting, and honing skills to improve closing ratios is essential. The heart of effective prospecting lies not only in closing sales but also in discerning whether individuals are open to dialogue. A thoughtful, authentic approach can

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mitigate any perception of being overly aggressive or desperate, fostering better connections and enhancing overall success rates.

### ### Jessica Higdon's Journey

Jessica Higdon illustrates her journey through the challenges of network marketing, notably the difficulties of starting without a network of contacts. Through diligent social media prospecting and refinement of her strategies, she ultimately carved a path to success, significantly increasing her income after navigating numerous obstacles. Her story emphasizes the importance of adaptability and strategy in overcoming initial setbacks in the industry.

### ### Why People Quit Network Marketing

The decision to exit network marketing is often symptomatic of deeper issues, primarily rooted in the fears of failure and rejection. A critical factor in this dilemma involves how leaders address or ignore these psychological challenges. Many individuals grapple with the fear of rejection, which can heavily influence their engagement in network marketing. A pivotal aspect of fostering resilience is shifting mindsets regarding rejection; emotional setbacks can resonate more intensely than physical ones, necessitating a supportive approach from leaders to help their teams navigate these emotional hurdles.

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### ### Key Takeaways

1. **Qualification Over Disqualification:** Prioritize assessing need rather than want to identify qualified prospects.
2. **Prospecting Skills:** Invest in developing closing skills and the ability to manage objections, crucial for achieving higher success.
3. **Mindset Shift:** Recognize the emotional weight of rejection and offer support to help team members confront and manage these fears.
4. **Persistence:** Building self-confidence and establishing connections takes time, particularly when starting from scratch. Continuous engagement with prospects is vital for achieving long-term success.

Success in network marketing transcends mere statistics; it relies on the willingness to confront rejection and the supportive environment leaders create to help their teams overcome fears.

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# Chapter 26 Summary: Why People Quit Network Marketing

### Summary of "Why People Quit Network Marketing"

## Understanding the Problem

Quitting in network marketing often stems from deeper issues rather than being an isolated event. The two primary factors at play are the fear of failure and rejection, and the inadequate responses from leaders regarding these fears. Recognizing that quitting is a consequence allows us to address the foundational problems more effectively.

## Impact of Fear

A survey involving over four hundred professionals revealed striking statistics about fear in the network marketing industry: 51% expressed fear of customer rejection, 22% were apprehensive about appearing overly aggressive or pushy, and 18% feared they would not achieve sales. This fear is not just personal; it significantly impacts financial outcomes within the industry, leading to substantial losses.

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## **Emotional Failure**

As adults navigate life, their fear of failure and rejection tends to grow, often associated with feelings of embarrassment. This emotional failure creates a reluctance to take risks, leaving a shortage of "fearless" individuals who can boldly pursue their goals in network marketing.

## **Recruitment Challenges**

For new recruits, the path to success involves learning how to handle rejection—most crucially, the ability to manage the experience of hearing “no.” The team’s overall success hinges on each member's ability to overcome these challenges, highlighting the interconnectedness of individual growth and team dynamics.

## **Reasons for Quitting**

Several factors contribute to the decision to quit, including a lack of preparation for rejection, a disconnection from their initial motivations for joining, a failure to consider the repercussions of their exit, and the absence

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of a clear vision for future success. These elements create a precarious foundation that can easily lead to departure from the network marketing field.

## **Manipulating Expectations**

New members often enter the industry with unrealistic expectations. It is vital to address and temper these anticipations before disappointment arises; this can be viewed as a protective measure against what is referred to as the "failure flu."

## **Vision vs. Why**

A clear personal vision is essential for sustained motivation and action in the face of challenges. While external motivations may initially draw individuals to network marketing, it is the internal vision that sustains them through difficult times.

## **Final Words**

Embracing the strategies outlined can help individuals confront and conquer

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their fears of failure and rejection. True learning and character development stem from managing the experience of “no,” which ultimately nurtures personal growth eclipsing mere financial success.

## **Conclusion**

Change is an inevitability in life. By facing their fears head-on, individuals can not only achieve empowerment but also find pathways to success within network marketing. The journey through fear is just as critical as the financial goals they may pursue.

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## Chapter 27 Summary: Final Words

### ### Final Words

This chapter encourages readers to confront and eliminate fears of failure and rejection by embracing the power of the word "no." Opportunity does not simply present itself; rather, individuals must actively pursue and knock on its door, ready for the inevitable rejections that may follow. The legendary boxer Floyd Patterson serves as an illustration of resilience, revealing that his numerous defeats offered far more valuable lessons than his victories. Ultimately, the chapter asserts that true character is defined not by accomplishments but by how one grows and transforms through trying experiences.

### ### Growth Through Change

Change can be daunting, often stymied by the fear of failure; however, it is essential for personal growth. The narrative emphasizes that embracing change leads to daily improvement and deeper happiness, while stagnation breeds dissatisfaction. To shift perspectives on failure, it is likened to fertilizer—unpleasant yet crucial for nurturing growth. By increasing one's rate of failure, individuals can develop their knowledge into actionable success, underscoring the importance of execution over mere understanding.

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### ### Margie Aliprandi's Journey

Margie Aliprandi shares her inspirational journey as a single mother who began with nothing. Despite facing numerous obstacles and setbacks, her unwavering determination eventually allowed her to create a fulfilling life for her and her children, including traveling abroad. Through her experiences, Margie highlights that the process of growth involves a cycle of sowing and reaping; success often requires patience and the understanding that results may not be immediate.

### ### The Burden of Fear

The narrative includes a parable about two monks to explore the theme of burdens and emotional release. The elder monk assists a woman across a puddle without hesitation, moving on with ease, while the younger monk burdens himself with that experience. This story symbolizes how the fear of failure and rejection can weigh heavily on individuals, yet it also illustrates the possibility of choosing to let go of these burdens. The act of releasing fear opens the door to growth and progress.

### ### Conclusion

As the book draws to a close, readers are reminded of their power to set

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aside fear and embrace the process of personal growth and transformation. Choosing to see challenges as opportunities rather than setbacks empowers individuals to navigate their journeys with courage and resilience.

### ### About the Authors

Richard Fenton and Andrea Waltz, founders of Courage Crafters, Inc., are renowned for their bestselling book "Go for No!" and their impactful speaking engagements. Alongside Ray Higdon, a successful author and network marketing expert, they strive to reshape societal views on rejection and encourage others to view failures as integral steps toward achieving success. Their mission is to inspire individuals through various platforms, reinforcing the belief that resilience and a positive attitude toward failure can lead to remarkable personal breakthroughs.

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# Chapter 28: Ray Higdon's 6 Concepts

## Summary of Ray Higdon's 6 Concepts

In Ray Higdon's work, he outlines six fundamental concepts to succeed in Network Marketing, stressing the importance of a strategic mindset and commitment.

- 1. Long-Term Commitment** Network Marketing is highlighted as a marathon rather than a sprint. Success doesn't happen overnight; thus, persistence and dedication are crucial to overcoming the inevitable challenges. Those who expect instant results may find themselves discouraged, so it's essential to cultivate a long-term perspective.
- 2. Visibility for Success:** To attain top earning status, attracting attention to your business presentations is critical. This visibility acts as a catalyst for growth, distinguishing top earners from the rest. By promoting oneself and one's offerings effectively, an individual can create more opportunities for success.
- 3. Vision for Consistency:** A clear and unwavering vision serves as a guiding star for maintaining consistent efforts. When faced with obstacles, a well-defined vision can renew motivation, reminding individuals of the

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person they aspire to become and reinforcing their commitment to their goals.

**4. Recognizing Alternatives:** Understanding the repercussions of inaction is vital. By contemplating the consequences of potential failure, one can generate the necessary drive to persevere. This awareness becomes particularly important during challenging moments, serving as a powerful incentive to push through adversity.

**5. Lifelong Learning:** Growth is tied to an ongoing desire to learn and adapt. Mentorship plays a crucial role in this journey, underscoring the belief that one doesn't need to have all the answers but should be open to learning. Continuous self-improvement is a hallmark of successful individuals.

**6. Helping Others:** Success is not solely a personal achievement but also involves lifting others along the way. By fostering a culture of support, individuals can create a ripple effect of positivity and empowerment, illustrating that helping others is integral to one's ascent to success.

### **Putting the Go for No!® Concepts Into Action**

A transformative approach to failure is proposed through the concept of

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"Redefining Failure." It suggests that failure should be reframed from a negative endpoint to an essential part of the growth process. By defining failure as "an undeniable sign of progress toward a goal," individuals can cultivate resilience and persistence, viewing setbacks as stepping stones rather than obstacles. This reframing encourages a proactive attitude,

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# Chapter 29 Summary: Putting the Go for No! Concepts Into Action

## ### Putting the GO FOR NO!® Concepts into Action

This chapter charts a transformative course toward reframing our perception of failure and rejection in pursuit of success, particularly in sales and personal development. By learning to embrace "NO," we can harness its potential as a powerful motivator.

### #### 1. Create Your Definition of Failure

First, participants are encouraged to redefine failure positively as an essential aspect of progress. By viewing failure as an indicator of movement toward goals, we can reshape our mindset to appreciate each setback as a necessary step on the path to success. Readers are prompted to compose their own empowering definitions of failure, reinforcing personal growth.

### #### 2. Create a NO-Awareness

Awareness is essential, particularly around the concept of "NO." Many people are conscious of their successes but often neglect to track their rejections. This section challenges readers to begin quantifying their "NOs" to establish a baseline for understanding their rejection landscape, making the first step toward resilience.

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### #### 3. Calculate the Value of Each “NO”

Next, individuals are guided to assess the tangible value of each "NO" encountered. This involves a simple calculation: dividing total sales generated by the number of "NOs" received, thus revealing the dollar value attributed to each negative response. This perspective empowers participants to recognize that each rejection corresponds to potential future success.

### #### 4. Change Your Reaction to Hearing NO

The emotional response to rejection can greatly affect one's persistence. Readers are encouraged to rate their immediate reactions to hearing "NO" and reflect on the underlying thoughts that emerge. This evaluation reveals personal attitudes toward failure and rejection, providing insight into how to alter these responses for better outcomes.

### #### 5. Your Current Persistence Level

Readers are prompted to assess their commitment to pursuing prospects after being rejected. By indicating how many times they're willing to approach someone following a "NO," individuals can gauge their perseverance and identify areas for improvement in maintaining determination.

### #### 6. Setting “NO-Goals”

Establishing concrete objectives is encouraged. Readers are asked to set a specific goal for the number of “NOs” they wish to hear over the next

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month. This proactive approach not only encourages taking action but also reframes rejection as a goal to be pursued, rather than avoided.

#### #### 7. Going After Bigger NOs

This section urges participants to target "Big Fish"—significant opportunities that may seem daunting but are worth pursuing. By identifying ten influential individuals or prospects to approach, readers commit to stepping outside their comfort zones and disregarding the potential for rejection in favor of potential growth.

#### #### 8. Making an Inventory of Your Previous NO Pipeline

To challenge assumptions about past rejections, readers are encouraged to list individuals who previously said "NO." The aim is to remind them that a "NO" today doesn't equate to a "NO" forever—time and circumstances may shift perceptions, making future engagement worthwhile.

#### #### 9. Identifying Your Limiting Numbers

This section invites reflection on limiting beliefs related to the numbers in one's network marketing efforts. By examining personal thresholds for sales volume or investment, individuals can identify and push past self-imposed barriers that may restrict their success.

#### #### 10. Creating a Vision of Who You Want to Become

Finally, participants are encouraged to think beyond mere financial goals.

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Instead, they should envision their desired identity and the qualities they aspire to embody in the next year. This holistic approach nurtures personal development alongside career ambitions.

#### #### Additional Thoughts & Learnings

As a reflective exercise, individuals are prompted to jot down insights gained throughout this process, reinforcing the powerful lessons learned from engaging with rejection and persistence.

#### #### The Million NO

The journey to success is embraced as one filled with "NOs," each viewed not as failures but as vital steps toward achieving one's aims. By adopting this perspective, individuals can transform their relationship with rejection and unlock new avenues for personal and professional growth.

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