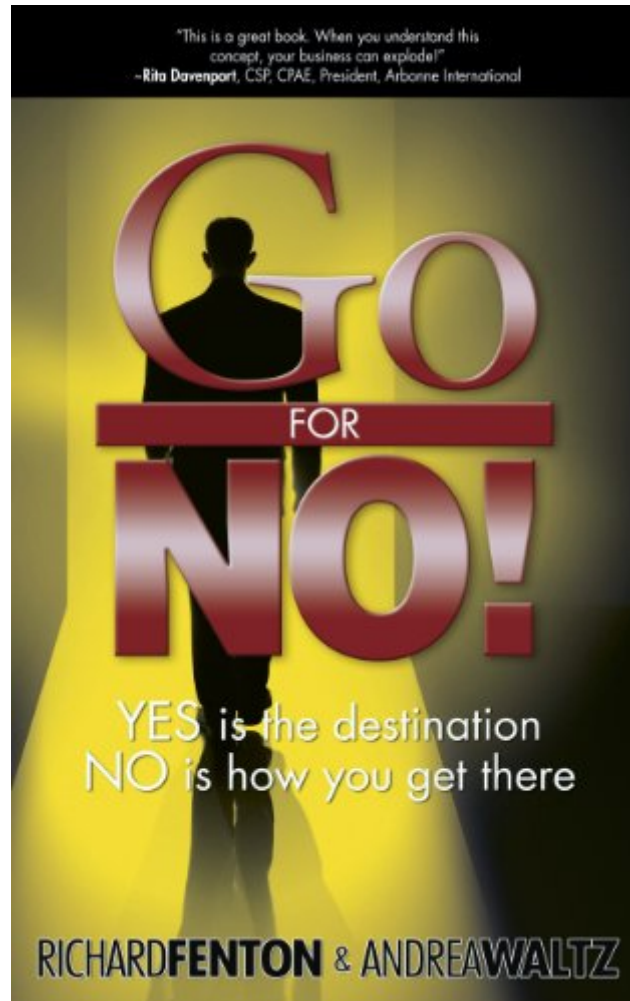


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# Go For No! Yes Is The Destination, No Is How You Get There



## Synopsis

Sticks and Stones May Break My Bones but a NO • Can Never Hurt Me! That's the lesson twenty-eight year old copier salesman Eric James Bratton is about to learn. And he's going to learn it from the most unlikely of mentors - himself! Imagine going to bed one night, then to awaken the next morning in a strange house with no idea of how you got there. Only this house doesn't belong to just anyone - it belongs to you - a wildly successful future version of the person you might one day become, providing you are willing to start doing one simple thing. Before the weekend is over Eric will learn - What it takes to outperform 92% of the world's salespeople - That failing and being a failure are two very different things - Why it's important to celebrate success and failure - The five failure levels and how to progress through them - How to get past failures quickly and then move on - That the most empowering word in the world is not yes - it's NO! ... And much, much more! These lessons are destined to change the way he thinks, the way he sells, and the way he lives forever. And they'll do the same for you!

## Book Information

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## Customer Reviews

If the world was my way, every person would read this book. I am 52, a Mom, Executive, a

volunteer, teacher, an athlete, and this book makes you truly FEEL the possibilities in every avenue of your life. You will not feel the same about your own potential after reading this, and the world will seem a bit brighter, no matter how positive a perspective you have. Go for it, read the book, you won't be sorry. For the record I am extremely busy and have read 100s of books and this is the FIRST review I have ever bothered to write.

If you're in any kind of sales-related occupation, you've dealt with rejection. The cold call hangups, the string-you-along time parasite who ditches you at the end... all the "bad stuff" you put up with in sales. We all know we're not supposed to take it personally, but the truth is that - on varying levels - we do. We get tougher skin and learn to let it roll off... but we still think of it as something to be endured. Why? Because we've been conditioned to believe that "No" is painful, embarrassing, and to be avoided if at all possible. Get ready to look at the world differently. Richard Fenton and Andrea Waltz have produced a paradigm-changing book that is going to give you a whole new perspective on the sales process. By giving you a new way to look at non-affirmative and non-buying responses, they have freed you to talk to more people more effectively and more successfully. Losing the fear of "No" is a fast track to improved performance. The book couldn't be easier to read and digest. This message is delivered in story form, an intriguing and familiar structure that has worked in plenty of previous business books. Our brains are wired to process information in story form, and this story is simply told (and affordably priced) for maximum impact. By the way - this isn't just another self-talk book. With Go for No! Fenton and Waltz have turned on a light in the formerly dark, scary room of "No!" It turns out that the room is actually full of useful tools for your career and your life. "No" is a success word! Say "Yes" to Go for No!

No matter what you sell this is the book for you. I rank this right up there with Tom Hopkins' How to Master the Art of Selling and Zig Ziglar's See You at the Top. The concept is simple --- the more people you talk to, the more successful you will be. However, this is a different approach. The authors successfully sell the idea that you must fall in love with the word NO. If you have been in sales for more than a few minutes, you really love YES and you don't like NO very much. What if you could learn to love hearing NO? I haven't reached that point yet but the authors have helped me stomach it better!

I read "Go for No" on the short flight from Chicago to Toronto. Yes, it's a small book and a fast read but it packs a powerful punch. I've read hundreds of books on selling and finally here is a well

thought out and creative approach to alleviate what has become pandemic in selling today - "call reluctance". If you are a sales professional or a small business owner who is paralyzed by the word "no" read this delightful story. It will shift your thinking and your sales success.

This is the book that we all wished we would have had 25 years ago (well, at least if you're near my age :). A most amazing book! Master this book and you'll master 'winning in life'. Success, wealth and achievement will virtually track you down and force themselves into your life. This book is not a book that is 'recommended'; this book is required reading for anyone wanting to pursue and live their dreams. Get it into your hands as fast as you can. You'll wonder how you've survived this long without it.

Michael Murphy  
Powerful Attitudes

There are 3 things I really like about this book; it's easy to read, it's fun to read, and it totally changed the way I think about failure. The first thing I like about it is that it is easy to read. It's less than 90 pages, it's written in the style of a story, and it's written in plain English. It took a little more than an hour to read. These factors help make it easier for the busy people in my organization to find the time to give it a chance. The second thing that I like about it is that it's fun to read. It has interesting characters who encountered situations I could relate to. It reminded me of several good movies that I've seen (It's a Wonderful Life is one that comes to mind). The fact that it's fun and interesting encourages the people in my organization to actually talk to each other about the book. It's kind of like going to work the day after an episode of Lost--everyone is talking about it. The third thing that I like about the book is the important lesson that it teaches; that it's OK to fail. By page 29, I learned that I'd been thinking about the relationship between success and failure all wrong. I also learned about the different levels of failure and what it takes to progress through them. These lessons empower not only me but my entire organization as well. I highly recommend Go For No! Not just because it is easy and fun to read, but because of the valuable lesson that it teaches--that NO, in any language, is the most empowering word in the world.

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