

**Meditations**

If you're not succeeding fast enough, you're probably not failing fast enough, and you can't have one without the other. So, if you're going to avoid one, you're going to avoid both.

To overcome your fear of failure you must be able to get good at hearing "No" and if you want to get good at hearing "No", you have to get good at saying "No"

**1. The Ability to fail**

The underlying reasons that people become afraid of rejection are countless; the way they were raised, an early traumatic sales experience...who knows and who cares! All I know is that inspirational CDs cannot coax your fears away, threats won't scare them away, and ignoring your fear won't make it go away on its own. The only way is to learn to 'numb' yourself to no." Numbing yourself to no isn't about ignoring it; it's about experiencing it so often that it eventually loses its power over you.

Key insights & perspectives      Avoid The Snares Of Groupthink

**2. The willingness to fail**

The best way to desensitize yourself to a word is to use it, and the best way to desensitize yourself to an action is to do it!

Each of us has our own personal failure quotient. In other words, how many times is a person willing to fail before succeeding? How many times are they willing to get knocked down and then get back up, knowing that they are almost certain to get knocked back down again? How much failure can they endure on the road to success?

Key insights & perspectives      The way to level up is through success that is uncovered through repetition

**3. The wantingness to fail**

You know the comfort zone is never static. It's always in a state of expansion or retraction.

A willingness to fail means a person will tolerate just enough failure to get what they need from life, and no more. A wantingness, on the other hand, means you're not just tolerating the no's in your life, you're actually beginning to seek them.

Instead of avoiding rejection, what if we made the decision to seek rejection? Instead of avoiding no or perhaps simply tolerating it, what if we went out of our way to actually go for no!"

Let's use my friend Paul who is in network marketing, for example. If his goal is to get ten people per week to come to a meeting, and typically about five percent of the people he approaches are willing to attend, then his goal would be to get one hundred and ninety people to say 'no thanks.'"

The magic word is... next!" When a doctor loses a patient, they must be able to focus on their next patient, they must be able to move on; it's the only rational approach! But what do most of us do when we have a failure? We analyze it and languish over it and let ourselves get buried by it, when what we should do when something doesn't go our way is to simply say next, and move on.'

That's another benefit to setting "no" goals; you get built-in protection from prematurely ending a hot streak," he continued. "When salespeople hit a streak of yes's, the worst thing they can do is back off and slack off, but that's exactly what they usually do. But when you're going for no and you hit a hot streak of yes's, you actually step up your sales attempts to hit your no goal. Would a manager of a baseball team keep his star player out of a game because he was on a hot streak?

Key insights & perspectives      How many areas of your life can you apply this  
Associate yourself with others who live this way  
Take inventory of your life and systematically say "No" to all the areas you were saying "Yes" to and develop great joy in doing so to become good at hearing "No"

How to Go for No      Rather than setting goals for the number of yes's you are planning to get each week, you set goals for the number of no's you're going to collect

the most empowering word in the world is NO! learning to hear no over and over again and to never quit... now that builds character and self-esteem. That's empowering!"

**4. Fail bigger and faster**

Statistically, research shows that forty-four percent of salespeople give up after one no. Twenty-two more give up after the second no. Fourteen percent more give up after the third no. Twelve more give up after the fourth no. What does that come to?" I did some quick math in my head. "Ninety-two percent," I replied. "Correct. Ninety-two percent of all salespeople give up without asking for the sale a fifth time, but research also shows that sixty percent of all customers say no four times before they finally say yes. That means the quickest way to separate yourself from the rest of the pack is to get at least five no's from everyone you try to sell to!"

But by focusing on accounts with the potential to lease twenty copiers, I only needed to close one sale to get the same twenty units!"

Key insights & perspectives      Take bigger risks  
Start a business  
Say "No" to the big areas of your that will change drastically as a result  
Go for "No" in areas where the payoff is high and the risk of humiliation is high

**5. Fail exponentially**

Great leaders help everyone in the organization understand the need to fail faster.

The second is to reward people for their failures, not just their successes," he responded. "Everyone runs over to congratulate people for their sales successes, but how often do we go out of our way to congratulate people for their failures?

Key insights & perspectives      You go first  
Build a team where going for "No" is the mantra  
Surround yourself with people who encourage you to go for "No and say "No"

**Go for No!  
Richard Fenton & Andrea Waltz**

**5 Levels of failure**