

Go For No!
Monday April 26, 2010

Mexico update

Give Out Loud Training - Monday, April 26 - 8:00 pm CST -

www1.gotomeeting.com/join/805007985

Tuesday Night at Mannatech – Sam and Linda Caster 7:30 PM CDT

www.mannatechlive.com

"Go For No" by Richard Fenton and Andrea Waltz

1. Written in story format: Background

- a. Eric Bratton was a salesman; quota to have four sales in week, already had three in first day so decided to go golfing
- b. Fell out of bed that night and woke up 10 years later in "his" house Very different, 10 years older but there was another Eric Bratton who was identical twin...and a multi-millionaire.
In comparing their lives, identical to a specific point...so this was like looking into the future.

2. The Point of Difference

- So this story is about choices we make...Eric had an opportunity to choose to learn and grow from a man in his life, but he chose one way...his "twin" chose another...same person, two separate paths.
- a. The event: The district manager came one day and Eric wanted to impress him....since sales had been off and he was fearful of being fired. A new customer came in and "wanted to buy a whole wardrobe." Eric proceeded to sell the biggest sale he ever had right in front of the district manager.
Afterwards the DC said "Nice sale. I am just curious, what did the customer say no to?" "What do you mean what did he say no to? He bought over \$1000 of clothes? He didn't say no to anything." DC responded, "So, then how did you know he was done?"
The customer had not ended the sale, Eric had! That was an aha.
 - b. Major point DC made: "The salesperson never decides when the sale is over; the customer does. Eric, your fear of hearing the word 'no' is the only thing standing between you and greatness."
Eric just chose to blow this whole commentary off. So what change happened in his life? None.

The "10 year in future" Eric left that day realizing he was just two letters away from greatness: N O.

3. The Models of Failure: one right one wrong

a. The wrong model:

SUCCESS <<<<<< ME >>>>>> FAILURE

Thinking you are in the middle with failure on one end and success on the other, you do everything in your power to move toward success and away from failure.

b. The right model:

ME >>>>>> FAILURE >>>>>> SUCCESS

Failure is the halfway mark on the way to success, not a destination to be avoided but a stepping stone to get what you really want in life.

If you don't like the word failure, get over it! Use it more often and you will lose the sting it could have. Desensitize yourself.

Successful people acknowledge that they need to go through failure to get to success.

c. It is the same thing for the word "NO."

Look at history...as kids we weren't phased by the word no. We persisted no matter what and never took it personal. It was never seen as rejection. So what happened to us? Somewhere our natural sense of tenacity got drummed out of us.

3. This same event totally changed one man's life and had virtually no impact on the other (same exact guy)

a. "Statistically, only five percent of the population will be able to retire without assistance." Who do you think gets to be that lucky five percent? Those who fail the most in their lifetime!

b. Failing and becoming a failure are two distinct things.

c. One Eric went home, changed his attitude and by the end of year won salesman of the year. The other Eric did not change anything and lost his job two months later. "It's the difference between massive success and mediocre performance."

d. Some people stumble over the truth, pick themselves up and go on their merry way as if nothing has happened at all. Is that you?

4. He reads "Fail your way to Success"

a. The Five Failure Levels

b. Do something everyday that scares you.

(Like Susan Jeffers, "Feel the Fear and Do it Anyway")

- c. Courage is not the absence of fear...it is acting in the face of fear."
5. It was not the "willingness" to hear NO that got him on the right track, it was the "wantingness" to fail.
 - a. Why can't the rejection become amusing instead of a downer?
 - b. We cannot control the other person's behavior, but we can control our reaction to their behavior. So, choose to make all "no's" an empowering event.
 - c. Then, instead of spending our time avoiding rejection (which causes us not to follow up, etc.), we would actually "go for no's!" A super salesman in the book had a license plate "N WITHNO" (a heart in the space)
 - d. Set your weekly goals on how many no's you will get. The difference would be you would never interfere with momentum...if you got your two sign ups in the first two days (assume that was your goal), you would keep working really hard to get your goal for no's. "Success has ruined many a man." Ben Franklin
 - e. #1 salesman in the company for 4 years was the one who got the most No's
 - f. So the most empowering word in the world is not YES..."hearing Yes is the easy part of the job and teaches you virtually nothing. But learning to hear no over and over again and to never quit, now that builds character and self-esteem. That's empowering."
6. Setting "NO" Goals
 - a. If you focus on success oriented goals, you will probably slow down whereas if you focus on behavior-oriented goal of constantly increasing your rate of failure, momentum will take off!
7. The Failure Quotient
 - a. How much is a person willing to fail before they succeed? That is your failure quotient. How high a person's failure quotient is perhaps the #1 way to measurement as to whether they will settle for crumbs or achieve everything they want in life.
 - b. Abraham Lincoln, RH Macy, Harland Sanders with KFC, Edison and the light bulb, all of these are just a few of the stories of massive failure leading to unbridled success. Babe Ruth had 714 home runs (but 1330 strike outs).

- c. Think of Napoleon Hill and the one factor he found in all successful people: belief that they would succeed. What do you suspect their failure quotients were?
 - d. Learning what doctors learn in med school...if they stopped after losing a patient, we would have no doctors. They learn "NEXT." Learn from the mistakes and move forward.
8. The comfort zone
- a. It is never static...it is either growing or shrinking
 - b. "If you give into fears in one area of your life, it will only be a matter of time before it becomes easier to avoid other challenges as well."
9. The Pike Syndrome
- a. Put a pike in one side of tank of water, glass separates from minnows. Pike bumps nose against glass endlessly. Then finally take away the glass, and what does the pike do?
The pike had conditioned itself through hours of nose-bumping to stay within its own self-imposed limitations.
 - b. Most people no different than pikes...they find themselves in tough situations where they were not effective and then impose limitations when they find themselves in other situations.
 - c. Learn to live from possibilities not probabilities (since these are based on past self-imposed limitations).
 - d. Do these strategies work for average people? Yes, because for anyone who adopts the strategies, after a while they stop being average.
10. Skill is Highly Overrated
- a. Studies show as many as 80% of all salespeople don't make it in their first year for the simple reason that they fail to make enough contracts
 - b. You can spend hours at training seminars, but it is the motivated person who just gets in front of enough people and tells their story who become the best salespeople.
 - c. Example of the insurance company that was failing because the people just were not getting in front of enough people. Threw out consultants, and sent everyone out to neighborhoods they were unfamiliar with and said knock on doors and say about the worst thing you could say "You don't want to buy any life insurance do you?"

Pitch is short, don't waste time, see lots of people, and the company found that each salesman could see 60 per day and the ratio was 1 out of 60 said yes. Thus, each started signing up 5 per week which saved the company.

11. No does not mean Never, Just Not Yet

- a. Statistics: 44% give up after one NO
22% give up after two NOs
14% give up after three NOs
12% give up after four NOs

So 92% of all salespeople give up after 4 tries, and statistics show that 60% of all customers say NO four times before they say YES.

- b. Quickest way to separate you from rest of pack: get at least 5 NO's
- c. Air bag story is terrific.

12. Go after the Chicken List

- a. So many associates fail to approach certain people because they are intimidated. They don't want a no from a "big enchilada."
- b. A no is a no...so go after the biggest ones you can.

13. Fail exponentially

- a. Get your entire organization to fail...tell your entire team to go out and get at least five No's on Monday. Get er done. It is so effective.
- b. Edison did not fail hundreds of times by himself, he brought in all sorts of science people and leveraged the failures...knowing full well what was on the other side.
"I haven't failed ten thousand times, I just found ten thousand ways that will not work." Edison

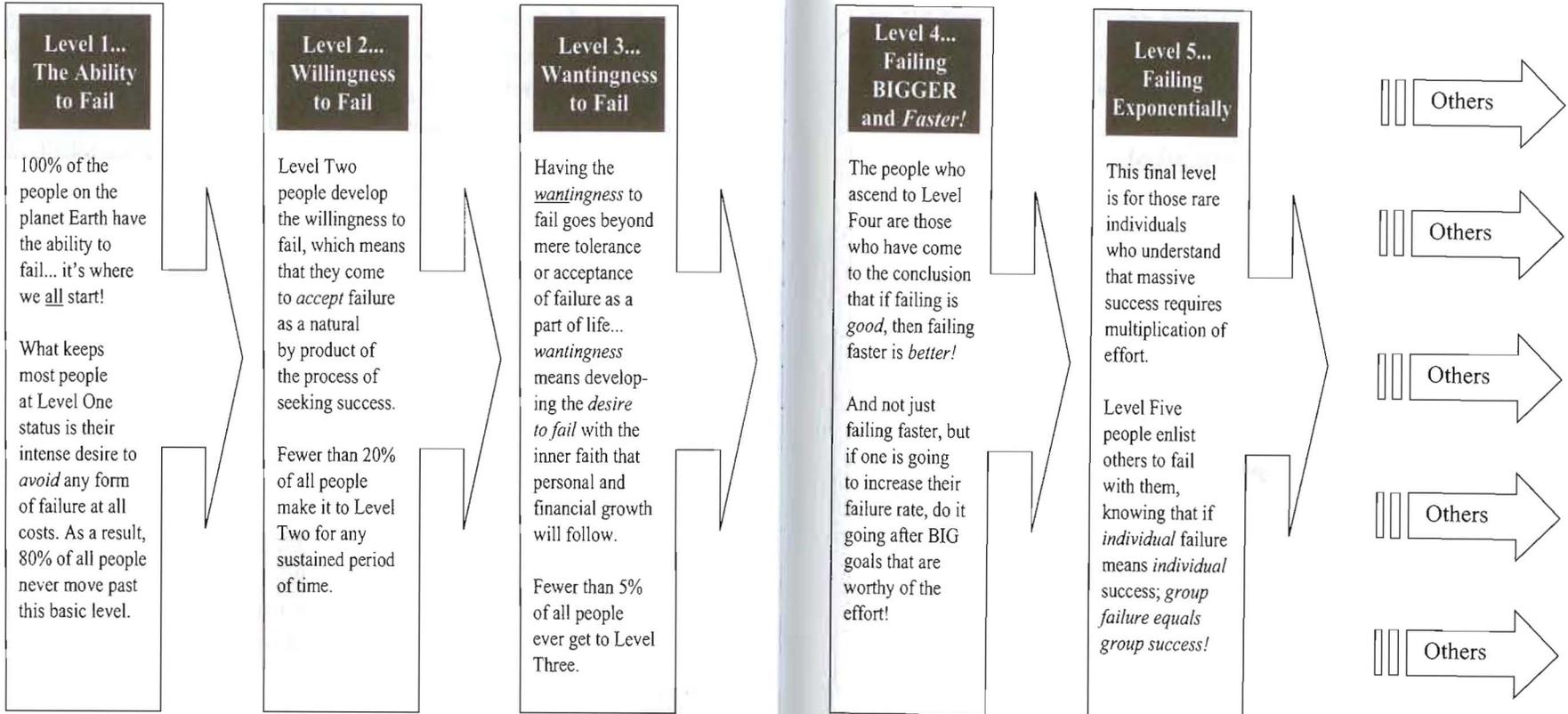
14. Reward People For their Failures

- a. On daily action trackers we gave points for disqualifying people.
- b. Company gave a "Go for No" pin to most no's because that same person was also going to be the top producer soon.
"Yes is the destination. No is how you get there."

If you are still challenging yourself until the day you die, rest assured the last thing you do before you die will probably be fail. The only way for you to experience your successes for the rest of your life, is to continue risking, taking chances, and showing outrageous courage.

JUST DO IT!

The FIVE FAILURE Levels...



...and What it Takes to Progress Through Them!

The Science of Setting "NO" Goals

Here is the process for setting "NO" GOALS...

- 1 First, use your current closing ratio to determine the number of sales opportunities you need to make to achieve the number of *yes*'s you want for the week*. For example, if your standard closing ratio is 10%, and you want to make two sales, then you would need to sell to twenty people at your current rate of closing.

**Always set your "no" goals on a daily and/or weekly basis. Monthly goals provide us with too much 'imaginary' time to correct.*

- 2 At this point you have three options:

Option A...

If you subtract your anticipated number of *yes*'s from your total sales opportunities, you arrive at your minimum '*no*' goal for the week. In this case: $20 - 2 = 18$.

Option B...

To play it safe, just make 20 your *no goal* to insure your chances for success.

Option C...

Plan for a sales increase by increasing the number of *no*'s you're going to get. For example, if you'd like a 30% increase for the week, multiply 18 (your minimum *no goal*) by 1.30 (30% up).

$18 \times 1.30 = 23.4$. And since you always round up, that would make 24 your *no goal* for the week.

Option "A" keeps you from having bad weeks that occur because you get off to a great start and then slack off. Option "B" builds in a 10% increase in the number of calls and will provide a safety net for hitting your goal and probably a small increase. And Option "C" will create a sales explosion to whatever level you desire!

"Yes is the destination, NO is how you get there!"