



JIM HARSHAW, JR.

Clarity of Action. Peace of Mind.

Success Through Failure Podcast

Action Plan Episode #396

Richard Fenton and Andrea Waltz

Are you tired of hearing “no” in both your personal and professional life? Does rejection demotivate you?

It's time to stop letting your fear of rejection rob you of opportunities and your potential!

Bestselling authors of “Go for No,” Andrea Waltz and Richard Fenton, are back on the [Success Through Failure podcast](#) to crack the code on how to turn “no” into “yes” by embracing rejection as a stepping stone towards success.

With their book, “Go for No! Yes is the Destination, No is How You Get There,” Andrea and Richard have helped countless individuals overcome their fear of rejection and achieve extraordinary success. While their latest book, “When They Say No: The Definitive Guide for Handling Rejection in Sales,” dives into what to do when faced with rejection in sales.

Listen to this episode as Andrea and Richard share how to develop the right attitude towards rejection, tactics for overcoming rejection in sales and personal relationships, and more.

Don't miss this opportunity to learn from the best in the business and unlock your full potential. Tune in now!

Top Quotes From This Episode

Andrea Waltz:

“If you want more ‘yeses’ in your life, you need to be hearing ‘no’ more often.”

“There’s always a learning in failure, a learning in hearing ‘no.’”

Richard Fenton:

"If you think that getting more "nos" will not get you more "yeses," then you don't understand success and failure."

"There's always value in every 'no.'"

"Let the other person tell you 'no,' don't say 'no' for them. Never say 'no' for someone else."

Show Notes

This episode touches on the following key topics and ideas:

- **A model for success (3:22):** When you're willing to hear "no" more often, that's when you get more "yeses."
- **Empowerment through awareness (5:40):** Andrea shares how to move forward whenever you receive rejections.
- **Mechanisms for improvement (7:43):**
 1. **Setting "no" goals (8:20):** A "no" goal is a goal for the number of times that you want to hear people say "no" to you.
 2. **Don't take "no" personally (10:10):** Getting a "no" is not a rejection of you as an individual, sometimes it's a matter of right size, right shape, right price, or right timing.
- **"Go for no" mindset (13:17):** Learning from rejections is a powerful way to grow and develop because you get data to learn from the failure.
- **Strategies for handling "no's" (15:45):**
 - **Change your state (16:42):** If things are not going well, try changing your physiology: get out from your desk, take a break, go for a walk, or play music.
 - **The value of "no" (19:45):** Every "no" is building value towards the moment when they finally say "yes."
 - **You're going to hear a lot of "no's" (22:22):** Don't be surprised when you get a "no," but also be surprised when you get a "no."
 - **For price objections (23:49):** When they say "no," don't apologize for the price, explain why you charge what you charge.
- **When you get a "yes" (25:50):** How to follow through after getting a "yes."
- **Stories of success (29:11):** The "no" goals philosophy in real-life situations.

- **Adopting the mindset (32:35):** How Richard applies the “going for no” philosophy in his own life.

What's an action item the listener can take in the next 24-48 hours? (34:51)

- Start creating a “no” awareness.

List of Resources Mentioned in the Episode

Richard Fenton and Andrea Waltz's books:

["Go for No! Yes is the Destination, No is How You Get There"](#)

["When They Say No: The Definitive Guide for Handling Rejection in Sales"](#)

Rhonda Byrne's book ["The Secret"](#)

Watch ["The Secret"](#)

Zig Ziglar's book ["Secrets of Closing the Sale: For Anyone Who Must Get Others to Say Yes!"](#)

Want to talk to a personal performance coach?

Want to consider executive life coaching? Claim a spot on Jim's calendar for your free one-time clarity call: JimHarshawJr.com/APPLY

Enjoyed the podcast and want to hear more? Head on over [here](#) for more!

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Other Episodes Referenced

[#70 How to Eliminate Your Fear of “No” So You Can Build Confidence and Be More Successful with Andrea Waltz and Richard Fenton](#)

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