

## SELL FROM LOVE PODCAST – Transcript



### Ep 15 : Do You Fear of Rejection? You Need Rejection to Get to a Yes with Andrea Waltz

**Finka:** Hello, Andrea. Welcome to the Sell From Love Podcast. I'm super excited to have you here.

**Andrea:** Thank you Finka, so great to be with you.

**Finka:** Same here, same here. One of the things that intrigues me about your work is this body of work that you created; Go For No. I had this big lesson in my career, not sure how many years ago, but we'll go two decades and a little bit. I remember it was my first sales role, I had just moved into a personal banker role and I was getting on the phone, I was calling clients and my manager's husband was a real estate agent and he walks into the branch and he sees me on the phone, and I am struggling. I'm like, I don't want to do this, this is so hard, people say no, they don't answer, or they're trying to figure out how to get off the phone with me, and it felt so uncomfortable. He gave me this really powerful lesson that I took with me for the rest of my career, and I will never forget him, his name was Frank, he said, I want you to look at it this way. Let's say you make 10 calls. Out of those 10 calls, you're going to get that one yes. Look at every time you get a no as you getting closer to that yes. Just that reframe got me, Oh, this is so much easier now, it just reframed it. Can you share with us, what is it about the no and the yes, and how did you guys come up with really figuring out that this is the way to get there.

**Andrea:** Yeah, I love that story. It's so true and it's so powerful and that is Go For No in a nutshell. I like to say it's kind of a combination of things. It's part philosophy, part strategy, because there are actual implementable tactical things that you can do to put Go For No into your business. But it's really based on our principle, and the principle is that you can't have more yeses without hearing more nos, that yes and no failure and success are really opposite sides of the same coin, and if you want to avoid one, you're going to avoid both, they work together. So the quicker you can embrace the fact that hearing no is okay, the more you will embrace the opportunity to get yes. Or to get more yeses in your business. And that's really what Go For No is all about.

We've created though, kind of a marketing challenge because when I think salespeople hear right off the bat or a business owner hears Go For No, they

immediately think, well that's crazy, who wants to hear no more often. I'm not reading this book. So we created this marketing challenge. I just thank God for the subtitle, which is '*Yes Is the Destination, No is How You Get There*'. So that people understand the yeses are what we're after.

**Finka:** Yeah, absolutely. What is it? In your point of view, what is it that holds us back? What is it about the no, what's happening? We get the no and that's it. We don't want to do anymore.

**Andrea:** I think we're fighting a couple things. One we're fighting biology. As humans we are all wired to not want to be rejected from the tribe. Here we are though in modern day era still dealing with our DNA. That's not going to change. So we've got to fight the DNA and then you have the way that we've all been taught and trained and brought up, which is to avoid failure, avoid rejection to be successful. Hearing no is bad, hearing yes is good. So we've got some of that programming going on and then the final piece, and I think this varies based on individual. You could say maybe it's more female than male. Although I've talked to many, many men who have the same issue, which is we're people pleasers, we want people to like us, and we attribute that idea of being rejected and having that no be told to us as I've done something wrong; this person doesn't like me, or we're not going to have a relationship after that.

We have all of these different layers going against us, and we have to peel back each one of them, one at a time and deal with the biology as best we can.

**Finka:** Yeah, absolutely. One of the things I was finding was, when I go out there and I ask a professional or a business owner around what holds you back, it's funny; they don't admit that they have these people pleasing tendencies, that they want to be liked, that they're afraid of being rejected and they're afraid of failure.

What they will traditionally say is I don't have time, I don't have the tools, the resources, something's wrong with my product, something's wrong with my service. We've got this instinctual response to make it about something else other than ourselves where, I know in my work, I know it's you, but how do we get underneath that?

I have this one question that I ask on a program that I teach and I ask about past rejection experiences. Do they hold you back from going out there and asking for the business and people will say no, they don't hold me back, but how do we bridge that gap?

How do we meet people? How do we become aware that these are the things that are actually standing in the way? And not that I don't have enough time or my manager is standing in the way or the product or the

resources, and I have too much admin on my desk; how do we overcome that surface barrier that we're calling out?

**Andrea:** Yeah, that is a great question. It's funny that you'd say that because I actually talked about this in a training I did today, where I have a slide, and it says, what are the signs that rejection is affecting your business or your life? And. It is that having that fear or an anxiety or that fear that you're going to look like that salesy, pushy sales person, procrastination is a huge one.

But the procrastination is always like you said, I don't have enough time. So really what it comes down to is, as problem solvers for this issue, we have to convince people to be introspective and to have an open mind. I remember when I learned to Go For No from my husband Richard, we've been business partners and married for over 20 years now.

Finka: Congratulations on both those.

**Andrea:** Thank you. Yeah, I know we survived both of them. When he taught Go For No to me, and he explained it through a story that we tell in the book, I really had an epiphany because I actually thought I was a superstar sales person. I thought customers loved me. I thought I was performing to my full potential and what I realized was actually, I had a fear of the word no, that I was a people pleaser and it wasn't until I had the self-awareness to really be honest, and to look at that and to say, actually, I don't hear no very often. So one of the things that we teach is we ask people, hey, what's your no, create a no awareness, take seven days and really don't change anything, just see how many no's are you getting, honestly. I think people came back and it's like, mm, not too many. Okay. So we have something that we can work on. Why aren't you getting any, and that's where I think you see those gaps and then you find out the mindset of the person is when you say, why aren't you getting any, well, it's this, it's this. It does require that self-awareness.

**Finka:** Yeah, it does. I like that as a challenge, don't change anything, being an observer in your own no and yes world. Often what happens, the reason we're in that problem is we're not getting enough yeses. The reason we're not getting enough yeses is we're not getting enough nos to get us to the yes. But also the reason we're not getting enough nos is we're not asking enough.

**Andrea:** Right. Exactly. That's why we really focus on drilling down to the behavioral level of asking, not focusing on the results, just the behavior of what we call executing on Go For No moments. There's so much that has come through teaching this over the years that we have learned, and this is one of them. I wish that this was in the book. It's not.

We talk about everyone has different Go For No moments in their business, and it is that moment of kind of sink or swim, jump off the cliff or don't. Are you

going to ask the person for the meeting? Are you going to ask them if they're ready to have you send over the contract?

It's that moment where you have to ask and what we are teaching people is just do it. Don't come up with all the reasons why you shouldn't, don't make the assumptions why now's not the right time.

**Finka:** Which it can be so subtle and go unnoticed because our brain and our minds can really make a good case for why right now is not the right time to ask. It also sounds like confidence would play a role in how do I not let the garbage inside my head take over me from having me hesitate or not ask. And how do I just go for it? Is there any way in which we can manage that because let's say, I'm using you as an example. Let's say, Andrea, I want to work with you, and I want to ask you to work with me. And it's funny because while we're in this conversation and I want to ask you to work with me, all of a sudden, I stopped being present in our conversation because I'm so busy in my head. How am I going to ask her? When should I ask her? Should I wait till the end? All this garbage is going on. How do we be present and how do we still get the job done?

**Andrea:** Yeah. One of the things that we talk about early on in the book, sometimes I think it might feel like it's out of left field, but we start the conversation about success and failure. We equate this idea of hearing no as a failure, and we really get people to see that they have to embrace failure, which means losing that self-consciousness, that self-awareness, it is a different kind of self-awareness of what that person is going to think of you. So much of that is what I find is holding people back from taking that leap and making that ask. They're so nervous to feel awkward, to be uncoordinated, to do it wrong, to embarrass themselves, to fail in front of this other person or people.

That's why in the book, we talk so much about failure and say you have to embrace that failure. You have to love, and want to love that failure, fail, fail, fail, because it's giving the people permission to be like you were when you were a kid, which was, I don't care if I fall off this bike, as I'm learning to ride it and fall on my face in front of my friends, I have to do this. It's like you were on a mission greater than anything to learn as a kid. And then in business, we have this perfectionism thing and this unwillingness to fail. And so that's where we come from on this.

**Finka:** I think what happens too, especially if we're working in corporate environments is oftentimes whether it's the environment or even ourselves, I think the expectations we put on ourselves, we don't allow ourselves to be a work in progress or a draft. The problem to get a polished final edited copy, you need a bazillion drafts, and if we don't allow ourselves to fail to have draft one, draft two, draft three, we'll never get to that polished outcome, how we

want to show up in the end and I'll go back to your yes is the destination. That final copy is the destination, but the draft versions are how we get there and we don't allow ourselves to have that experience.

**Andrea:** Exactly. That comes back to almost reparenting yourself in a way to just say you have to allow it. It is tough in a corporate environment, and I've seen this over the years, you need a leadership team who embraces this, and that's why I'll have people that are out in the field or individual salespeople who will find Go For No and discover it, but it always works best when the leaders embrace it, and they're the advocates for it; they're champions of this, so that people feel like it's safe to fail because that's a huge issue in corporate.

**Finka:** I agree.

It's so true because that whole notion of psychological safety, if you're a leader in an organization, a leader of your business, you are the one who is informing what type of environment your people get to show up in. And if they're giving them permission to be a draft, giving them permission to may make mistakes and pick themselves up again, and that's a culture that we create for them; I think you are bang on, it starts from there.

One other thing I will add though, if we find ourselves in an environment that....okay. You know what? My boss is not doing a great job of creating safety. I don't feel safe to fail. I gotta be perfect all the time. This first impression that I make is the lasting impression. What I've learned in my own experience is that we can stand in our own posture of confidence that if I present my draft version, if I go out there and I fumble in my pitch to ask for the business or to invite a client to work with me, my question now that I asked myself is, and this is how I'm reparenting myself, I love that. I ask can I handle it if this goes crap and it doesn't do go the way I want it to and I fall flat on my face, can I dust myself off, pick myself up again and do it again. As long as I can answer yes to that question and know that it's not the end of the world, all of a sudden it allows me to go for it.

**Andrea:** I love that. And you know, that is one of the central questions in Susan Jeffers book, *Feel The Fear and Do It Anyway*.

**Finka:** Great book.

**Andrea:** Yeah. Great book. She talks about how we ultimately fear that we can't handle something. So that's brilliant.

**Finka:** I remember I was once working with a leader and he was coaching one of his account managers and I was there as their coach. I was there observing the coaching session, and I was coaching him on his coaching skills as he was coaching the account manager. What was powerful about the

experience was, when you're coaching someone, our job isn't to just jump in and tell people what to do. We need to create an environment where they have to figure out how to figure out the answer for themselves, even if you have an answer or you might have the answer.

As a coach and a leader, we have to do everything possible to hold back what we think they need to be doing. What ended up happening in this coaching session was he ended up actually telling the employee what to do, how to do it, when to do it, literally laid it all out. We were practicing stop telling people what to do.

I said to him, what happened? Why did you go back into telling mode? And he was like, I'm afraid that they won't know what to do.

And if they don't know what to do, what happens then? Well, if they don't know what to do, they're going to impact our client's experience. They're very much measured by client loyalty and net promoter score and all that might affect that score.

Okay. And if that happens, what's the worst that can happen if that happens. And he says, they're going to get a bad rating, I might get a bad rating. It'll affect our overall performance.

Okay. And if that happens, what's the worst. And he said, well, then I might lose my job. Okay. We get to the point that's really what we're preventing. It's not that your employee might not know what to do, we're actually looking to save ourselves in this situation.

**Andrea:** Yes, and to dovetail on that and to pick up on the story I was telling you about how I was such a thought I was the superstar salesperson. One of the things that I believed at that time, and this kind of goes back to this whole idea of Go For No that I believed that if I chose the products and services that people were going to buy and that by not giving them a choice, that it was of the highest level of service and that I was doing them this great service by not sharing with them all of these other things, but the reality was what I had to recognize. This is kind of how you do have to let people self-discover. In actuality, what I was doing was saying no for them, and in a sense, really protecting myself from nos, ultimately. I was looking at what I was doing, which was not ever hearing no from somebody as this great service, but really it was just to protect myself from not hearing no.

**Finka:** I love that, because then that allows you to go out and get more nos, get better results. It's interesting because I think that's such a level of self-awareness and willingness to actually see what our true motivations are. That example is, we have to be willing enough to actually see how we are I'm going to say almost manipulating the situation so we don't get to feel crappy.

**Andrea:** Absolutely. I am a master manipulator at not feeling crappy.

**Finka:** But I think we all are, that's survival. I don't want to feel crappy. How do I not feel crappy. Even people pleasing; that whole notion of making people happy. I like to make people happy, but when it comes at a price or cost to my happiness, there is something in there that I'm trying to avoid or I'm manipulating in some way, and we've got to dig the deeper than that.

**Andrea:** Oh, absolutely. Absolutely. That's where great leaders come in as helping people see that, and it's hard, sometimes people don't want to.

**Finka:** Yeah. Why don't you think we want to? I was thinking because it's hard work, but is there anything else, what is it that holds us back from seeing it?

**Andrea:** Yeah, that's a good question. Well I think it's human nature to want to see the best parts of ourselves, and I think sometimes, and this goes to this work by this woman named Carol Dweck, you're probably familiar with it. She wrote the book Mindset, and I think that sometimes people think, and this is the other question that actually I posed on the training today, where I was asking people, what are the signs that rejection is affecting you, and also, second question, do you believe that you can become someone who can overcome their fear of rejection. Do you believe that's even possible? I think sometimes people can be nervous about thinking that I am a certain way, this is my personality, I am this. They almost sometimes wear it as a badge of honor.

I remember being at a trade show once for the sales and marketing industry. Everybody who was there was in sales and marketing and all the vendors were in sales and marketing, and I was talking to one of the vendors, and he said something, an offhanded comment. He said, you guys teach people to not fear rejection. And he's like, Oh yeah, I hate this idea of selling and that's who he believed he was, and he hated the idea of rejection. This fake idea of I have this fixed trait, I have this fixed personality, or I have this fixed characteristic and it's just who I am, and now I don't believe I can change. The question that we started with was what are some of these things is that sometimes people think that they are a certain way and they don't believe they can change.

**Finka:** Yeah, and that we settled for this version of ourselves. But our life and our business gives us an opportunity to reinvent, recreate, or even figure out who am I, because I believe this notion of who I am and then there's who I'm here to become.

My job is how do I be who I am in this moment, while at the same time, continue to move towards the person I see myself becoming. That might be learning a new skill that might be figuring out how to communicate more effectively, or it might be how do I fall in love with selling, whatever that might

be, we might be feeling stuck because the next best version of you needs you to learn how to get there.

**Andrea:** Absolutely, and so the question is, can you be okay sometimes with crap putting cracks in that self-image and having and questioning things about yourself, because sometimes it's painful or embarrassing and you don't want to think, I'm this certain way, and my husband, I had to come to grips with the fact that I'm apparently very stubborn. I fought that for 20 years, now I'm embracing it. Okay, fine. How can I better myself.

**Finka:** Exactly.

**Andrea:** We have these things that you can say you just put up this mask, like, I have a self-image over here, this is what I believe. For me I'm like, no, I'm very flexible, I'm very open-minded, when in reality, I'm very stubborn, so it can be challenging.

**Finka:** It can, and it's funny, because sometimes those bad moments that happen. What I actually love about what you guys teach is the fact that by allowing ourselves to fail and fail more often and face the dreaded no, we actually learn how to fall in love with ourselves and how to just be okay with who we are.

**Andrea:** Yes. I so agree with that, and that is one of the outcomes that I think is even at least to me, almost as important as, okay, you got the, yes, you signed the contract, you made some money and it does go to that, that becoming someone, I believe that Go For No can really impact somebody's self-confidence, it certainly has for me. I remember we interviewed Jack Canfield for a documentary movie that we made about 10 years ago, and I'll never forget what he said. It was really cool sitting in his office in Santa Barbara at his home. He said the definition of self-confidence for him is the successfully survived risk. When you successfully survive a risk, then that builds your self-confidence; and I thought, gosh that's so true, and that's what we do with Go For No every day. We joke sometimes, you don't die from a no you survive it. But when you do that enough, I think it really impacts your confidence level. And you say I'm no longer a person that's held back by this. I'm actually okay, I'm getting better, my confidence is building and this thing doesn't scare me any longer. And I think that's a huge outcome.

**Finka:** I agree. You end up having this inventory of all these successes, whether you got a yes or a no in your backpack, it just enables you, it's an enabler. It helps me say go after it more often without debating, helps me have a draft version, not be perfect, not worry about people pleasing, not worrying about what people think, because they're not thinking about me anyway. And you realize that after you do this over and over and over again. Right.

**Andrea:** Absolutely. Yeah. And in a way, you can numb yourself. I think to a large extent, you just numb yourself to it.

**Finka:** I agree, definitely. I can see it in my own personal experience and coming from a person who cares, I'm going to say cares. I'm going to share, put it past tense. I cared a lot about what people think slash cares. Still a work in progress. You know, the perfectionism, the pleasing, the needing to prove I'm worthy to be in a space or in a room, all those things that we come with it. What I've learned is the more I put myself out there and the world didn't end, I didn't fail, you pick yourself back up again and, let me go do that again. Let me try it in a different way, you have something to work with now; as opposed to before when I didn't have anything to work with, I just had to work with the thoughts and ideas I had in my head.

**Andrea:** Yeah, absolutely.

**Finka:** So one of the things I loved when I came across in this book. And for those of you we'll definitely have this in the show notes, but it's a such a powerful read, 80 pages will change your life and change the game and how you approach your business, your leadership and your sales Go For No, but there's this page in here where the first line read, *would you agree that the average sales person slows down when he or she reaches their quota?* That is so powerful because you could see that in action. It's like, all right, I hit my goals for the week or I hit my goals for the month or whatever it is. All of a sudden we get nothing. We get complacent, we get lazier. It's like, all right, I did it.

**Andrea:** Yeah. It's so true and we lived this, it's so funny because we actually laughed at ourselves. We wrote Go For No, we had our retail speaking and training business and we were operating off of yes goals. We teach in the book to set no goals. I literally remember Richard looking at me one day and he's like, should we actually try something that we teach in the book and suggest we really should, we should do this.

We set a goal to get a hundred companies to say no to us each month. That was our goal. We had a goal for yeses and being new entrepreneurs, about three years at that point we were, I guess undisciplined is probably the best way to say it. If we would get our yes quota, which our goal was about four bookings a month, we would stop. We would take time off, we would slow down. And then we said, all right, let's try to get a hundred companies between the packages that we're sending and the email follow-up and all of that. And we would have more business than we knew what to do with. That's why I was saying earlier when we started is, it really does come down to the behaviors. The results are one thing, but that'd be the success behaviors, which is just getting in front of your target prospect as best that you can these days and tell your story, we have so many layers today, with COVID,

especially to do it in a way that has compassion and empathy for what they're going through. Do it with their best interest in mind and to your book, come from that place of love, and be an advocate for them for their change, which I think is how you kind of love that person to be an advocate for them as much as they are for themselves.

**Finka:** Yeah. Yeah, absolutely. I think what I appreciate about the yes and the no approach is, **sometimes** with the no, it's so negative, when am I going to get noticed, and that doesn't feel positive and affirming. When we think of positive psychology, why would I set the no goal? When we only look to achieve our yes goals, we actually short ourselves because once we get to those four calls or those four client interactions, we stop. When we couple that yes goal with a no goal, all of a sudden, great we've got the four interactions or the four meetings booked, but we didn't get to getting those hundred nos, and that is where our potential lies, is in that opportunity, in that gap right there.

**Andrea:** Absolutely. And it becomes almost gamified, okay, all the pressure's off, have some fun with it, take some chances. One of the things that we talk about a lot is what are those big nos out there? Those clients or companies that you should never call on. Richard and I went through this repeatedly, it was just us, all of our competitors were big companies with actual full color business cards and offices, legitimate places of business. We could have talked ourselves easily out of going after JC Penny and Bed Bath and Beyond, and all of these big companies that we ended up working with if we had just not been willing to go after the big fish. So that's one of the other things that we encourage people to do. And again, if you're not limiting yourself and if you're just allowing yourself to fail and you're allowing yourself to see what happens, that's where I think the really interesting opportunities lie.

**Finka:** Yeah, what I think when I wrote Sell From Love, I looked at selling as a practice. Like a self-help personal development program. And I see the same with Go For No, that if you can look at practicing, going for no in your client interactions, in your business and going out and asking for the business and seeing what happens, it'll transform your leadership, it will transform who you are, your level of self-awareness, how you communicate, how you influence, all these are the secondary effects that you get to transform into because you chose to practice Go For No.

**Andrea:** Exactly and something else that you said earlier too, which I picked up on and I so wanted to add this, you're so right about no being negative, and that has created, I think I mentioned this, such a marketing challenge for us, you know trust us, you want to hear no more often, just come drink the Kool-Aid. We go through that challenge, but you can have a yes energy about yourself while going for no. Sometimes people get confused and they think, Oh, so you want me to sabotage? You want me to go in? And maybe

you do a bad job. And it's like, no of course not, send your best email, make your best presentation, all of that, but understand that we're taking a negative reality and trying to make it as empowering as possible.

Go in positive, and enthusiastic with confidence, not desperate. All of those things are super important. I think of that as yes energy understanding that. The reality is, yeah, they're still going to tell you no, no matter how much yes energy you have, but you can be positive and it's not about sabotage.

**Finka:** It isn't. Oh, I'm so glad you made that distinction. Because when Frank, in my early days when I was a personal banker and he came in and he gave me that lesson around those 10 calls, one of them is going to be a yes and every no is getting you closer to that yes, there was this energy that I got and I didn't personalize it anymore.

The no didn't say anything about who I was, or if I was worthy or any of that kind of stuff that would stop us. I had the yes energy. I knew where I was going, and what I was going after. There was a lightness and a playfulness to it that all of a sudden, sales calls didn't feel so dreaded and daunting.

**Andrea:** Absolutely. And that's the goal then when you get there with that kind of energy, customers and prospects can feel it. They feel the desperation, which I kind of joke is go for yes desperation. I've been on the car lot and had the guy ask me, what is it going to take to get you in this car today. I'm looking at him like, It's going to take you changing the make and model of this car. Why are you asking me this crazy question? You know, but that's that go for it yes mentality of I'm going to force you, it's aggressive, and all of that. You can have the energy of lack of desperation and people feel that as well, and they don't feel so pressured, and actually, I think they are more attracted to that.

**Finka:** Yeah. What do you think? So, you know, considering the time that we're in and the challenges we're experiencing, what worries you most about entrepreneurs and business owners and professionals as they're going out selling today?

**Andrea:** Well, what I see is a huge reliance on technology and rightfully so, unfortunately, a lot of it is, and this is going to make me of course sound completely old school and old, but I'll say it anyway. Things get so automated, they're so obviously automated and it becomes unfortunate because I do come from a place where I like to do my research, qualify my prospect, engage them with something pretty personal, or at least personal enough that I feel like they'll read it and it will resonate. I think that is getting completely and totally lost in favor of high quantity. The irony is that Go For No actually is in many ways a quantity strategy. You know, we tell people, make a lot of contacts, get a lot of nos, and I think the reliance on these

technologies is where there's a big disconnect and people aren't seeing the results. I think it's a lot of work for not enough pay off.

**Finka:** I agree. I agree. So almost, and again challenge me if I didn't get this right. What I'm hearing you say is right now because of the environment we're in, but also the advancement in technology, there is this lean that we're making, we're leaning so heavily and relying so heavily on technology to make the sale, get the sale, interact with our ideal clients, and we're pulling ourselves out of it. I could see how that could actually be easier because now all of a sudden I'm not getting the rejection, my email funnel is, or my Facebook marketing plan is not me. I could see how actually we're avoiding the Go For No in that context, and the part of you, that says what was old again? Like what was old once is new again, right. I believe that new technology is relationships that has never gone out of style. That is what builds businesses, builds partnerships. That's what gets us to do the work that we all get to do is the fact that we get to connect as humans, and technology is a great tool that helps us make it easier to connect to each other.

But I don't think there's anything old-school about your approach at all.

**Andrea:** Yeah. Well, I appreciate you saying that. I think there is a place for technology. I mean, I'll give you an example. I sent a quick video to a prospect I had done some work for, and I was trying to get some more work. And I thought the best way to do this is because I had told them what the next option was and they kind of blew it off. I thought, you know what, I'm just going to send a two and a half minute video that just explains this a little bit more in depth and maybe she'll watch it on her own time, and I don't have to try to get a meeting or something, and she was really interested in it.

Yeah, I haven't gotten a yes yet. This is still a no situation, but being able to jump on and create this video for this person and email it over to her is huge win terms of technology. So there's definitely a place for technology, for sure. The problem is when you're using it and the numbers become so big, and there's no personalization and you're expecting your client to be moved by an email sequence.

**Finka:** Hm. Absolutely. What would you say someone can do to either trigger themselves or remember technology is there as a tool, but it's not the thing that's going to get the result that you're looking for. How do we shift gears and make sure we manage them both in a way that's going to be useful?

**Andrea:** Yeah, I think you just kind of have to look at the results and compare. See how your results are when you're a little bit more involved, especially, you know, kind of in that middle process. As you're, as you're developing that relationship. And what do you know about your client? What intelligence are you gathering? As opposed to just having all of these systems? I think it's just really kind of studying the, the data to compare.

**Finka:** It is, I think we've got technology and tools here to help us learn more about our clients and connect with them easier at the end of the day, it's you that's actually making the connection, creating the engagement. And I think that's such a powerful example, do a two-minute video and send it to them. It's so simple and easy and personal, they get to connect with you in this way. That's awesome. I love that. Thank you for that tip.

So Andrea before we close here, are there any final thoughts or words of wisdom you'd like to share with us around, you know, as we're heading out there looking to grow our business, get out there and invite people to work with us.

How could we do that in the way that would help serve us in our mission and the work that we're doing, but also the clients we're here to serve.

**Andrea:** Yeah, I guess I would just say, you know, to me it all comes down to courage. It comes down to having the courage to ask, it comes down to selling courageously, which means to me, what that means is being willing to help a customer and putting that ahead of your fear of being rejected. That's really what courageous selling is to me, and I think that goes hand in hand with selling you know, from a love perspective. And that's my piece of advice is just at every turn just remember, okay have the courage to ask.

**Finka:** I love that. And it does, it plays so well into the core methodology behind Sell From Love that we need to love ourselves so much that we're willing to put ourselves out there. And even if we fail, we love ourselves that much, that we know we can handle it while at the same time, the reason we're putting ourselves out there boldly and courageously is not for us. There are people out there waiting to be served, have problems that maybe need to be solved, have goals that they want to achieve. And we've got this thing that's going to help them get there. It's an honor and service to them that we have to go out there and do this work. I look at courage that makes us living in a courage moment, a whole lot easier when we get ourselves out of it.

**Andrea:** So true.

**Finka:** All right, Andrea, can you tell us a little bit more about where people can find you, your work and how they can work with you?

**Andrea:** Yeah, I'm at goforno.com. You literally can find me, it's so easy, you type Go For No on the internet. I own it. So I'm lucky that way. And we've got a fun quiz if people want to come to our website. We actually have a 20 question, no quotient quiz. So you can find out where your mindset is with failure rejection hearing the word no which is a fun way to kind of get started. Start with a book. We've got an online course. So that's kind of the pathway, if you will.

**Finka:** Wonderful. Thanks Andrea. And again, thanks so much for sharing your wisdom and teaching us that the path to get to the yes is for us to go for No, thank you.

**Andrea:** My pleasure.