

Lesson 4

Sometimes you Risk a Season of Pain to Create a Life of Gain

“No” simply means to “ask again.” Stop. Let’s review your past experiences. I’m willing to bet that when you were a child your parents said “no” to you. But you survived, didn’t you? Rejection is not fatal. It is merely someone’s opinion. Some things last longer than rejection: *your goals and dreams*. Sometimes you risk a season of pain to create a life of gain.

Did you know that Babe Ruth was famous for being the home run king in baseball history? Did you know that he had nearly twice as many strikeouts as he did home runs? But we don’t remember his losses, only his successes. He always had to risk a strike out to hit that home run.

We get paid for keeping our mouths open and talking. If you offered five women a stick of gum, chances are only two would accept. One might politely say, “No thanks, I don’t chew gum.” One might say, “I’m sorry but I have braces. Thanks for offering.” One might say, “No thanks, I don’t like that flavor.” They are not saying no to you personally, just to your gum. You do not have to close every sale to be successful. Just keep asking.

When someone says “no” to the Mary Kay opportunity, or when someone says “no” to your products, they are not rejecting you personally. They’re just not interested at the present time. They might just need a little more time to make a decision, they might need more information or they just might not want to try a new brand of cosmetics. Every time you receive a “no” you are that much closer to a “yes.” Just have the attitude, “Who’s next?”

Assignment:

1. Prepare your Six Most Important Things to do for today.
2. Make ten attempts to call customers or prospective team members. When you e-mail me tonight, tell me how many no’s you received and how many yeses. I suggest that every time you get on the phone you take a sheet of paper and make four columns. One for “Calls,” one for “No,” one for “Yes,” and one for “Call Back.” This way you can see how many attempts you have to average in order to get a “yes.”
3. Hand out an opportunity CD and ask if you can have her opinion in one or two days. Go ahead and set a time with her to get her opinion. Ask for 30 minutes to go through the team building brochure or interview guide.

4. Call or e-mail a sister Consultant and tell her one quality she has that you think will make her successful. Let me know whom you called and the quality you said she had.