

OVERCOMING THE 15 CATEGORIES OF REJECTION

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Master How To Turn NO to YES



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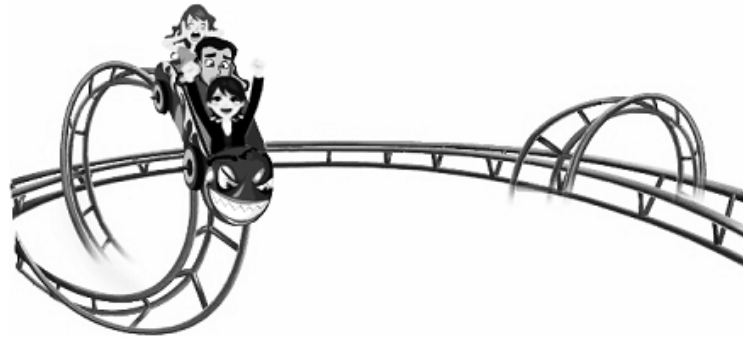
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Foreword

You wish to escape, but the belt holding you down is just too tight. You are trapped in your seat, knowing the rollercoaster of rejection is about to send you



plummeting in a precipitous downward plunge yet again, and you are helpless to do anything, but allow it to happen. What is even worse is you know after you have climbed back up to the heights, another sharp curve is waiting ahead, and another steep fall lurks just out of sight. Can someone make this ride end?

Can you relate to this rollercoaster ride of rejection in life at times? You're not alone. Every living person has felt the sting of rejection at some point. Rejection is that shadow lurking around the next curve, waiting to dash your dreams and your self-worth, a crafty thief waiting to rob you of your potential for greatness. Nothing, not even wealth or power, can prevent you from being rejected. How often you face it depends on many factors of course. There is someone, though, who can overcome any rejection. That someone is YOU! In this book, you will learn how to identify rejections, how to face them, prevent them when possible and how to overcome NO to get more YESSES.

“NO” is such a small word... just two-letters long, and yet it has the power to cause so much destruction... to our plans, our dreams, our ambitions, our psyche, to our very existence. What we all desire is a way around those two little letters. We've already acknowledged that there isn't a way to avoid

rejection; that everyone regardless of their station in life will be forced to confront it, but... wouldn't it be awesome if we could find a way to convert a good percentage of NO to something more positive like YES? It doesn't matter if you're trying to make the sale, secure an important agreement, get your spouse to agree to see a particular movie, or talk your dad into letting you borrow his car. Getting YES instead of NO for you is a desirable outcome. The problem then becomes one of understanding why the *Decision-Maker*, is saying NO. There must be a reason! If you learn how to spot reasons for rejection, then you're ahead of the game. If you learn techniques that allow you to overcome the reason(s) for rejection, then your chance of hearing that magical YES increases exponentially.

This book benefits everyone, for the simple reason that rejection plagues everyone, and everyone desires more victories in their lives. Let's ask bigger questions: What could you accomplish in business, in your personal life, in every aspect of your existence, if you could turn NO into YES? Wouldn't you love to find out what potential is unlocked by removing NO from your target audience's vocabulary? **Welcome to the Art of turning NO into YES!**

Four Questions Every Person Should Consider

What's the Value of More YESSES Worth in Your Personal Life...?

What's the Value of More YESSES Worth in Your Family's Life...?

What's the Value of More YESSES Worth in Your Work Life...?

What's the Value of More YESSES Worth in Your Friend's Life...?

Part I

Foundation

Introduction

If you are reading this book, then you are the one who desires more wins in life. That's a noble goal that will enrich your life and lives of those around you, in countless ways. To receive maximum benefit from the information revealed in these pages, it's important you understand several distinct yet related concepts. What we'll create together is a foundation of knowledge from which you can build your set of skills to overcome all forms of rejection. Mastering these skills takes time. They may seem simple at first, but executing the right skills at the right time takes dedication and practice to master. Just as infants learn to scoot, then crawl, then walk and then finally run, we must make sure you're armed with the ability to sprint before you charge off in search of YES. Figuratively speaking, when mastering persuasion is accomplished, it's like going from learning to crawl, to winning gold medals in Olympic gymnastics competitions.

Some of the things you'll be learning are about yourself, others are about people around you. You'll learn how to be more observant of your surroundings, of other people and more introspective. You'll be learning to identify your own behaviors; many of which you may not even realize you have or do. It's all part of that rollercoaster ride of rejection I mentioned in the

Foreword. I'm also not going to sugarcoat the journey ahead. There's a large amount of information to absorb in this book, but it will be ok if you keep an open mind, and look for daily situations to practice this knowledge to hone your skills. Ideally, you will choose a partner or a group to discuss and practice the art of persuasion with. They will help with objectivity for advancing your skills and *Performance*.

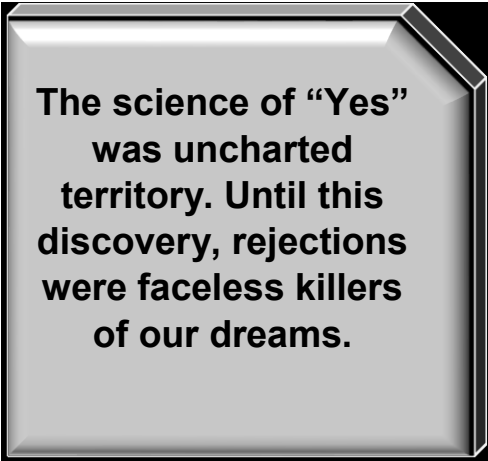
In the first section of this book I created a solid foundation for you. First, you'll learn about the extensive research performed to identify all the distinct types of rejection. Then, I will explain the key concepts, players and skills involved in the art of overcoming it. In the second section of the book, I'll walk you through all categories of rejection. I'll provide hundreds of examples and tips how to overcome it. In the third section of the book, we'll examine advanced techniques, tactics, and top-ten lists to get more YESSES in life. In the end, I prepared for you the thirty-day challenge to advance your skills in everyday life. Now that we have a mutual understanding of the significant learning ahead, let's get started! Use this knowledge to guide your study, and practice at becoming a master of overcoming rejection.

Resilience for rejection isn't about what pitfalls you experience in life. It's about your emotional reaction and responses to those pitfalls that determine your strength to overcome rejection. That's why some people go through the same rejections you experience, but they handle it with poise. Ultimately, it's our expectations regarding our lives and certain outcomes that make the difference of either how poised or dramatic we behave and handle pitfalls.

About the Discovery

Getting YESES in life, for essential goals and objectives, is obviously important. It's also important to be persuasive with family and friends in everyday situations, regardless how frivolous they may seem, as long as it's important to you. You wouldn't like to always end up going to ballet if you don't enjoy it. You'd prefer to be able to persuade your significant other to mix in an action movie or a sushi dinner occasionally instead. The same principals apply to selling situations. *Overcoming The 15 Categories of Rejection* is an essential knowledge for everyone's life. **Every person should know and master the categories of rejection, just as well as they know their ABCs and 123s to get ahead in life, regardless of their circumstances. What we don't know can hurt us immensely.**

The notion that the categories of rejection had never been labeled and placed into a typology was fascinating. This inspired me to study and analyze different types of rejection. My intent was to help my family, friends, and all people fight despair, conquer fear, and cease ignorance about accepting NO. The result was nothing short of miraculous! I saw how the power of YES could be captured and used for great purposes in people's everyday lives. After an initial two years of closed research on rejections I began slowly sharing this significant knowledge with others to broaden the research scope and to conduct several more years of in-depth studies on the impact of harnessing the newfound knowledge.



The science of "Yes" was uncharted territory. Until this discovery, rejections were faceless killers of our dreams.

It took over ten years to understand the boundaries of each rejection category, so they can be placed in a typology. It was even more difficult to take literally thousands of ways people say NO from all around the world, for every type of situation imaginable and to determine the typology. **This can also be called, “the sources of YES.”** As people began seeing their lives changed substantially for the better, I studied deeper, looking for any means possible to identify a path to gain an advantage in persuasion. Rejection is faced from birth to death and is experienced routinely with business management, sales, marketing, friends, acquaintances, marriages, family, and strangers. The science of “Yes” was uncharted territory. Until this discovery, rejections were faceless killers of our dreams.

This research reveals life changing knowledge of how to become a remarkably persuasive individual, who can lead others for good. My company, C-Level Global, contributed much of the research by conducting surveys and independent studies with over 42,000 business leaders, managers, and employees in 22 countries. Plus, 15,500 surveys and questionnaires from 18 countries contributed to understand how it impacts people’s personal lives with spouses, family, friends, and strangers.

I shifted the paradigm of persuasion to a more controllable plane. There is a way to handle the previously uncontrollable specter of rejection. Take debate to another level, or prevent it altogether and get YES faster.

Going for the *Close*:

I will discuss this in-depth in category #15. For now, let me briefly introduce the concept of “Going for the *Close*,” which I will mention often in this book. “Going

for the *Close*” simply means “asking directly for what you seek.” I recommend making minimum three to five *Close* attempts before you leave the conversation. Practice shows that making at least three to five attempts raises your success rate immensely. The percentage rates vary depending upon various factors. You might have heard the phrase, ABC’s of closing (Always Be Closing). I don’t advocate this principal specifically. Instead, be looking for strategic opportunities in a situation to ask directly for what you want. Be willing to spend time with a person versus moving on quickly to the next one, if they don’t say YES quickly, as the ABC’s calls for. Do be willing to ask several times though! You won’t upset them, as long as you are professional-polite-persistent. They will respect you more for being strong willed. This is harder than it sounds. Awkward and embarrassing feelings may try to prevent you from being persistent. People say, “Ok...ok, I get it, I will make three to five *Close* attempts if necessary.” Then I watch them turn around and ask one or even zero times. Do yourself a favor and count the attempts made. Train how to make many attempts to ask directly for what you seek, and your success will sky rocket!

Using Enticements to Make Your *Close* More Effective

Ever heard the expression, “Don’t shoot all your bullets at once?” It can be applied to how you go for the *Close*. A powerful tactic to persuade is to use “enticements.” Save some important and convincing information for the persuasion process, instead of using all the benefits (features, extras, discounts, and highlighting every positive connection to their Interests, *Needs*, and *Wants*) right away. This makes the first *Close* attempt stronger, and your rebuttals to *Close* more dynamic. If they give you YES at the first request or soon enough, then you can use all the available points of persuasion to make

the deal sound even more exciting. If it takes time to persuade them, then use these enticements, as lures along the way.

Use some enticements only if necessary to capture the YES. Giving discounts and extras are perfect examples. You can create the illusion of surprise by offering enticements that are a part of the deal already, but you mention them at strategic points during the conversation to pleasantly surprise and entice people. Enticements can be: the details about free shipping, one free year of warranty service, free month of car washes, free makeup kit, or any extra product with purchase, or any other type of advantages that come with saying YES.

Example: Suzie wants her friend to loan her \$500.00 to go on a trip. She first starts explaining what and why she *Wants* the loan. Before asking for YES, she offers to pay back the loan within two-months. After getting NO, she rebuttals and offers to payback with 10% interest. She watches her friend's facial expressions and body language. When her friend seems to be contemplating what to say, Suzie adds that she'll do their laundry for a week, as an enticement to push the verdict to YES. Her friend agrees and they are both satisfied (win-win). Suzie thinks to herself, "Glad I didn't have to offer a month of doing laundry." She held back some enticements, that ended up not being necessary.



Enticements make people feel special, and that they are getting a "good deal." Be strategic, think of all the ways you can entice people before starting to

persuade them. When done right, you will greatly enhance your persuasion abilities.

Final Words

Overcome rejection right before your very eyes by engineering persuasion. You will have greater control over the major players who can say YES to things you desire. The skills, you just got exposed to, will skyrocket your trajectory in life to achieve your wildest dreams. You must work for it and perfect your persuasion craft.

Practice reciting the 15 categories of rejection until you can say them in under ten seconds. Train your skills on a regular basis. Get accountability partners to help you improve. You will succeed!

For the love of yourself, friends, coworkers, and especially your family and children, please teach them *Overcoming The 15 Categories of Rejection*. I implore you to encourage them to overcome the rejection that the world is dishing out daily. We desire our children to be obedient, good little boys and girls that do as they are told, but they must be given guidance to reasonably stand up for their *Interests, Wants, and Needs*. We expect people at our work to help us be successful, yet what do we do to help them be better communicators and better persuaders?

Share this powerful knowledge with your company if they seek to make more money or improve relationship with customers and internally amongst staff. Share the knowledge with the people you care about so they don't get trapped on the rollercoaster of rejection, which saves a seat for every man, woman,

and child. Give it as a gift on birthdays, graduations, weddings, birth of a child, holidays, or any other occasion like new jobs, promotions, and just to be thoughtful. You might not even know what impact it will have on them. The knowledge of this book has power to change entire lives!