

OVERCOMING THE FEAR OF REJECTION IN SALES

COMPANION WORKBOOK

Your personal guide for the 120-minute workshop

Name: _____

Date: _____

Instructions: Follow along with the workshop. Write honestly. There are no wrong answers.

MODULE 1: WHY “NO” HURTS SO MUCH

Understanding why rejection hurts and where the fear comes from

Key Principle:

My fear of rejection does not mean I am weak. It means I am human.

Write this statement in your own words below:

WHAT REJECTION DOES TO YOUR BODY AND MIND

WHAT HAPPENS INSIDE YOU	WHAT IT MEANS FOR YOUR BUSINESS
The same parts of your brain that feel physical pain light up when you are rejected	A prospect saying “no” feels like a physical injury to your body
Your stress levels shoot up	You feel anxious and on edge
The clear-thinking part of your brain starts to shut down	Your ability to think well disappears mid-conversation

NEEDINESS CHECK

Tick any that apply to you right now:

- ☐ I feel my voice get higher when I think someone is about to say no
- ☐ I start lowering my price before anyone asks for a discount
- ☐ I over-explain or over-justify the value of what I offer
- ☐ I talk faster when I feel someone hesitating
- ☐ I plan what I will say next instead of really listening
- ☐ I feel physically uncomfortable asking for the sale
- ☐ After a rejection, I avoid reaching out for at least 24 hours

■ I have fewer than 10 active conversations going right now

Count: _____ / 8

If you ticked 5 or more, neediness is getting in the way of your sales conversations.

"Neediness is the biggest weakness in any conversation. When you are the needy one, the other person has all the power." — from the book Start with No

REFLECTION ONE

When was the last time a fear of rejection stopped you from doing something you knew was right for your business? Write down the exact moment. What were you about to do? What did you do instead? And what story did you tell yourself to make the avoidance feel okay?

MODULE 2: FLIPPING THE SCRIPT

Changing the way you think about No

THE FAILURE / SUCCESS MODEL

Most people work on the Failure-Avoidance Model. Look at both models below, then answer the question.

MODEL A: FAILURE-AVOIDANCE MODEL (The Old Way)

FAILURE ■■■■■■ | ■■■■■■ SUCCESS

In this model, every No pushes you BACKWARDS. You avoid asking to stay safe.

MODEL B: FAILURE / SUCCESS MODEL (The New Way)

START ■■ FAILURE ■■ FAILURE ■■ FAILURE ■■ SUCCESS

In this model, every No is FORWARD MOTION. Failure is the road, not the ditch.

Which model have you been working from? Circle: MODEL A / MODEL B

What would change if you fully used Model B this week?

"Rejection is just one person's opinion. It is not the truth. It depends on the situation, and it can be overcome." — from the book Rejection Proof

YOUR NO-QUOTIENT ASSESSMENT

Score each statement 1–5. (1 = Not me at all. 5 = Exactly me.)

- | | | |
|----------|--|---------|
| 1 | When someone says No, I take it as information, not as something personal. | ___ / 5 |
| 2 | I have a set daily number of offers I make, no matter what happens. | ___ / 5 |

- 3 I follow up with people who said No without feeling desperate or sorry. ____ / 5
- 4 I can hear the word No and right away ask a follow-up question instead of pulling back. ____ / 5
- 5 I do not lower my price or over-explain my offer when I feel someone hesitating. ____ / 5
- 6 I do my sales work during my best energy hours, not after I have tired myself out on other tasks. ____ / 5
- 7 I track how many conversations I start each week with the same care I track my income. ____ / 5
- 8 I do not stop reaching out after I sign a new client. I keep the same level of effort no matter what. ____ / 5
- 9 I see a sales conversation that did not work as something I can learn from, not as proof that my offer is bad. ____ / 5
- 10 I would rather hear ten Nos today than play it safe and hear nothing. ____ / 5

YOUR TOTAL NO-QUOTIENT SCORE: ____ / 50

10–20 = This workshop was built for you. | 21–35 = Solid foundation, fear still running the show. | 36–50 = Speed things up with the tools below.

REFLECTION TWO

What is your current No goal? Write down the number of Nos you are willing to collect this week. Not Yeses. Nos. Make the number specific. Make it a little uncomfortable. If I collected that many Nos, how many Yeses would follow?

MODULE 3: THE SMART APPROACH

Taking the fear out of your outreach

THE PROSPECTING PYRAMID

Fill in the specific things YOU currently do at each level. Be honest about where you stop.



My current ceiling level: _____

What I do at that level:

What I avoid at the next level up:

THE COLUMBO REWRITE

Rewrite your opening outreach message using the Columbo approach: curiosity over confidence, service over selling.

My CURRENT opening message:

My NEW Columbo-style message:

REFLECTION THREE

At which level of the Prospecting Pyramid do you spend most of your time? What story have you told yourself to explain why you have not gone higher? Write the story. Then write one sentence that challenges it.

MODULE 4: STAYING STEADY WHEN IT GETS HARD

Real tools for handling pushback in the moment

THE REJECTION TOOLBOX: LEDGE, DISRUPT, ASK

This is your step-by-step method for handling Reflex Responses, Brush-Offs, and Objections in real time.

STEP ZERO: WHAT KIND OF PUSHBACK IS IT?

TYPE	WHAT IT LOOKS LIKE	WHAT TO DO
REFLEX RESPONSE	Automatic, said within 3 seconds. <i>"I'm not interested." "No thanks."</i>	Do NOT take this personally. It is a habit, not a verdict.
BRUSH-OFF	Polite way to end the chat. Shallow. <i>"Send me some info." "I'll think about it."</i>	They are saying no to the interruption, not the offer. Stay in the conversation.
REAL OBJECTION	A specific concern. This is a sign of interest. <i>"I can't afford it." "I tried coaching and it didn't work."</i>	This is positive. They are thinking about your offer hard enough to spot a problem.

THE THREE STEPS

1. LEDGE

Purpose: Buy yourself time. Calm your body down. Say something that shows you heard them without agreeing or disagreeing.

Write 3 Ledge statements in YOUR voice:

2. DISRUPT

Purpose: Break the pattern. Say something they did not expect to move them from autopilot to curiosity.

Write 3 Disrupt statements in YOUR voice:

3. ASK

Purpose: Earn the right to move forward with a real question about their situation, not a pushy question.

Write 3 Ask questions in YOUR voice:

COMPLETE SEQUENCE EXAMPLE

Prospect: "Thanks, but I'm not interested."

LEDGE: "No problem at all, I appreciate you letting me know."

DISRUPT: "I'm curious though — most of the coaches I work with said the same thing before they saw how this works. Quick question —"

ASK: "What is the biggest thing standing between you and steady five-figure months right now?"

REFLECTION FOUR

Think about the last time someone brushed you off. Was it a Reflex Response, a Brush-Off, or a real Objection? Did you handle it the right way? What would you do differently now using Ledge, Disrupt, Ask?

MODULE 5: BECOMING SOMEONE NEW

From hiding to growing

THE LETTING GO GRID

Separate what you cannot control from what you can. Your power lives in the right column.

I CANNOT CONTROL	I CAN CONTROL

GROWTH WAY OF THINKING vs FIXED WAY OF THINKING IN SALES

FIXED WAY OF THINKING SAYS:	GROWTH WAY OF THINKING SAYS:
"I am not a natural salesperson."	"Sales is a skill I can build."
"That No means my offer is bad."	"That No tells me what to change."
"I failed. I am not cut out for this."	"I failed. Now I know what not to do."
"Other people are just better at this."	"Other people have more practice. I can catch up."
"If I were good enough, people would come to me."	"Great coaches reach out. I can learn to do that."

"When you have a growth way of thinking, challenges become exciting instead of scary. Instead of thinking, 'I am going to show my weaknesses,' you think, 'This is a chance to get better.'" — from the book Mindset

THE POWER OF ASKING WHY

A No is not a full stop. It is a comma. The sentence keeps going with Why.

Write 3 ways you can naturally ask "Why?" after a rejection, in your own voice:

 REFLECTION FIVE (FINAL)

Write a short letter to yourself — 3 to 5 sentences. Write it to the version of you sitting at the laptop next Monday morning, hand hovering over the send button. What do you want that person to remember? What permission are you giving them? What promise are you making?

COMMITMENT CONTRACT

Between me and my future self

I, _____, commit to the following:

1. MY NO GOAL FOR THIS WEEK:

I will collect _____ Nos this week.

(Not Yeses. Nos. The Yeses will follow.)

2. MY PROSPECTING PYRAMID COMMITMENT:

I will work at Level _____ this week.

The specific actions I will take at that level:

3. THE PERSON I AM BECOMING:

Write one sentence about who you are becoming:

Signature: _____

Date: _____

Now go earn your Nos.