
Recommended Reading List

Overcoming the Fear of Rejection in Sales

Curated for Workshop Attendees

This list is compiled from the core resources used to build the **Overcoming the Fear of Rejection in Sales** workshop. These books are ranked by their impact on shifting your mindset from avoidance to action.

1. Rejection Proof – Jia Jiang

Overview: This book follows the author's "100 Days of Rejection Therapy," where he made absurd daily requests (like asking for "Olympic ring" doughnuts) to desensitize himself to the word "No".

The Big Takeaway: Rejection is not a wall; it is a locked door that you unlock simply by asking enough times. It is one person's opinion in one moment, not an absolute truth about your value.

2. Start with No – Jim Camp

Overview: Focuses on eliminating "neediness"—the single biggest weakness in any business conversation—and introduces the "Columbo Effect" to lower a prospect's guard.

The Big Takeaway: When you give a prospect real permission to say "No," their defensive wall drops. By taking away your own need for a "Yes," you regain power and can listen more effectively.

3. Go for No! – Richard Fenton & Andrea Waltz

Overview: Challenges the "Failure-Avoidance Model" where people stop working once they hit a goal to protect their "winning" feeling. It advocates for setting "No Goals" instead of "Yes Goals".

The Big Takeaway: Failure is the road to success, not the ditch beside it. If you know your stats (e.g., 1 "Yes" for every 10 "Nos"), then every "No" is actually earning you 10% of a "Yes".

4. Fanatical Prospecting – Jeb Blount

Overview: A deep dive into the "Law of Need" and the "Prospecting Pyramid," highlighting that the activities we fear most (direct outreach) are the ones that generate the most income.

The Big Takeaway: You don't have a closing problem; you have a pipeline problem. When you have 25+ conversations in motion, the emotional pressure on any single deal disappears.

5. Mindset – Carol S. Dweck

Overview: Explores the "Growth Way of Thinking" versus the "Fixed Way of Thinking" and how these lenses dictate how we handle setbacks.

The Big Takeaway: A failed sales call isn't proof that you are a "fraud" or "not cut out for this"; it is a piece of information that tells you what to change for next time.

6. Smart Calling – Art Sobczak

Overview: Argues that "cold calls" don't exist—only calls for which you are unprepared. It teaches the "Possible Value Proposition" based on prospect research.

The Big Takeaway: Doing your "homework" (researching a prospect's goals and struggles) before reaching out removes the fear of being an "interruption" because you are leading with value.

7. Sales EQ – Jeb Blount

Overview: Discusses handling "RBOs" (Reflex Responses, Brush-Offs, and Objections) and how to stay emotionally steady when a prospect pushes back.

The Big Takeaway: Most early "Nos" are just automatic "Reflex Responses" (like saying "I'm fine" when asked how you are) rather than a verdict on your offer.