

THE BIG IDEA

The two-letter word every salesperson, service pro, and connector tries to avoid is **"no."** Andrea Waltz says that's exactly backwards. The businesses and connectors who grow fastest aren't the ones who hear yes more often; they're the ones **willing to go looking for the no on purpose**, because that's the only path that actually gets you to more yeses.

THE GOLDEN RULE

You don't get better results by avoiding no. You get them by going and finding it.

Most people quietly talk themselves out of asking, calling, or reaching out because they've already decided the answer is no. The moment you're willing to go looking for that no on purpose, you take your power back — and you stop leaving conversations on the table before they even start.

WHERE THE PHILOSOPHY CAME FROM

Richard Fenton, Andrea's husband and co-author, was once a struggling suit salesman about to be fired. One day he had a flawless sale: the customer bought everything laid in front of him. His district manager didn't congratulate him. He asked one question: **"What did that customer say no to?"** Richard realized he'd never heard no, because he'd quietly removed anything the customer might reject before he ever offered it. That's the moment Go for No was born.

THE FRAMEWORK

LEVEL 1 • THE SETUP	LEVEL 2 • THE DEEPER MOVE
No Awareness Noticing how often you give yourself the no before anyone else ever gets the chance to.	No Goals Setting a target number of no's to go collect — not just a number of yeses to land.
Story True? Checking whether silence actually means no, or if you're just assuming the worst.	No For Now Calling out the silence directly and giving the door a specific date to reopen.
Self-No The rejection you hand yourself before you ever pick up the phone or send the message.	Yes Energy Walking in expecting nothing, but bringing full conviction anyway because you're there to serve.
Earn The Right Building real connection first so the tougher question lands with trust behind it, not out of nowhere.	Qualify Fast Asking the one question that gives you a true yes or no early, so you stop guessing and start knowing.

■ THE DEEPER MOVES, UNPACKED

01 IT'S A NUMBER FOR NO'S, NOT YESES

It's not settling for less or trying to fail on purpose. It's flipping the scoreboard: instead of chasing three yeses and stopping, you chase ten no's and don't quit until you've heard them. Hit your yes early? Good, now go get the rest of your no's.

ELITE MOVE:

Before your next round of outreach, pick a no number instead of a yes number, and keep working until you've heard it.

"I'm not done today until I've heard ten no's."

02 SILENCE ISN'T A VERDICT, IT'S A GUESS

It's not disappearing on someone and quietly assuming they've moved on. It's naming the silence out loud, on the record, without any guilt trip, and telling them exactly what you're going to do next.

ELITE MOVE:

When you hit radio silence after a few touches, call it out directly and give them a clear, low-pressure exit ramp.

"It seems like now isn't the right time, so I'm going to pause this and circle back in the fall. If I've read that wrong, just let me know."

03 CONFIDENCE ISN'T PRETENDING NO CAN'T HAPPEN

It's not walking in blind, hoping rejection just won't show up. It's accepting that no is a real possibility and choosing to bring full conviction anyway, because you genuinely believe what you're offering helps the person across from you.

ELITE MOVE:

Before you ask, remind yourself why the offer helps them, not why you need the yes. Lead with service, not need.

"I know this could genuinely help you, so I want to make sure you have every option in front of you."

04 A GOOD FIT ISN'T SOMETHING YOU GUESS AT

It's not presenting for twenty minutes and hoping the right person self-selects. It's asking the one qualifying question up front that gives you a clean yes or no, and it's earning the right to ask it by building real connection in the first five minutes first. Skip the why questions; they put people on the defensive. Ask what and how instead.

ELITE MOVE:

Pick one qualifying question that instantly tells you if someone is a fit, and ask it early, once you've earned the right with genuine connection.

"Do you all run an annual sales conference? If not, no worries at all, I appreciate your time."

3 ACTION ITEMS

1 Set a No Number Before You Start.

Before your next round of calls, texts, or outreach, decide how many no's you're going to go collect, and don't stop early just because you landed the yes you wanted.

2 Name the Silence.

The next time someone goes quiet, don't guess what it means. Reach out once more, say plainly what you're going to do next, and give them a way to correct you.

3 Audit Your Self-No's.

For the next 48 hours, track every time you talk yourself out of asking before anyone else ever says a word. That number will surprise you.

4 Ask One Qualifying Question Early.

Identify the single question that tells you fastest whether someone is the right fit, and ask it right after you've built real connection, not twenty minutes into a pitch.

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**Go for no is being
willing to hear no in
pursuit of yes.**

Andrea Waltz, co-author of Go for No!

FROM EPISODE 038: THE MOST AVOIDED
TWO-LETTER WORD IN BUSINESS AND
WHY ELITE CONNECTORS GO FOR IT

ELITE
BUSINESS
CONNECTOR
PODCAST with BRYAN BUCKLEY

CARRY FORWARD QUESTIONS

1. Is that story true, or am I just assuming the worst?
2. What's my no number for this conversation, this call, this day?
3. Have I earned the right to ask this yet, or am I skipping straight to the ask?

FEATURED GUEST

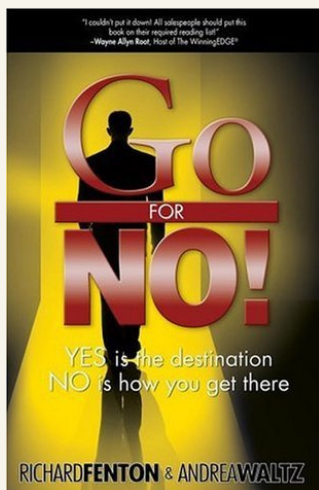
ANDREA WALTZ

Co-Founder, Courage Crafters Inc. · Co-Author, *Go for No!*

Andrea Waltz has spent over 25 years helping sales, service, and hospitality professionals get comfortable with the word they fear most. With her husband and business partner Richard Fenton, she co-wrote *Go for No!*, the bestselling sales fable that reframes rejection as fuel rather than failure. Her *Go for No* philosophy of setting no goals, building no awareness, and bringing yes energy has become a foundational tool for anyone whose growth depends on being willing to ask.

CONNECT WITH ANDREA WALTZ

- Website: [goforno.com](https://www.goforno.com) →
- Instagram: <https://www.instagram.com/goforno> →



FEATURED RESOURCE

GO FOR NO! *Yes Is the Destination, No Is How You Get There*

Told as a short, fast-moving fable, *Go for No!* follows a man who wakes up face to face with the wildly successful version of himself and learns the secret has nothing to do with talent. Every idea Andrea unpacked in this episode, no goals, no awareness, yes energy, comes straight from this book.

GET YOUR COPY

- Amazon: [Go for No! Yes is the Destination, No is How You Get There](https://www.amazon.com/Go-for-No!-Yes-is-the-Destination-No-is-How-You-Get-There/dp/1601631400)

BONUS DEEP DIVE • THE SCIENCE OF NO

Andrea mentioned in passing that we're "fighting against biology" when we avoid asking — that rejection just feels unsafe. Here's what the research actually says about what she taught.

1 Rejection registers as real pain: A landmark fMRI study found the same brain regions that process physical pain (the anterior cingulate cortex) also light up during social rejection, which is why avoiding "no" feels so instinctively urgent, not just uncomfortable.

[View Source →](#)

2 Optimistic explanatory style predicts sales performance: A famous study of life insurance agents found that those who interpreted rejection as temporary and specific (rather than personal and permanent) sold significantly more and were far less likely to quit — the exact mental shift behind Andrea's "is that story true?" question.

[View Source →](#)

3 Reframing lowers the emotional cost of a no: Neuroimaging research on cognitive reappraisal shows that consciously reinterpreting a stressful event — like a rejection — measurably reduces the brain's negative emotional response, which is the mechanism behind turning a "no" into "no for now."

[View Source →](#)

4 Specific, difficult targets outperform vague ones: Decades of goal-setting research summarized by Locke and Latham found that specific, challenging targets consistently beat vague exhortations to "do your best" — which is exactly why a concrete no goal drives more behavior than a vague yes goal ever could.

[View Source →](#)

BY BRYAN BUCKLEY

THE 1ST 5 MINUTES

Andrea's Go for No mindset is what lets you walk into a conversation willing to hear no. The 1st 5 Minutes is what you do with the yes right in front of you: how to open strong, build real connection fast, and earn the right to ask the tougher question later. Put them together, and you've got the courage to approach and the skill to connect once you're there.

Get the Book → bryanbuckleyspeaks.com



TURN YOUR 1ST 5 MINUTES INTO YOUR COMPETITIVE ADVANTAGE — LEVERAGE OR LOSE IT.

Bryan Buckley is the leading authority on the 1st 5 Minutes of a business conversation — 5X author, speaker, corporate trainer, and podcast host. He helps sales professionals and leaders develop, deepen, and master their business communication skills so every conversation counts.

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BOOK A 30-MIN CALL →