


# Go for No! Yes is the Destination, No is How You Get There

*By Richard Fenton, Andrea Waltz*

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**Go for No! Yes is the Destination, No is How You Get There** By Richard Fenton, Andrea Waltz

In a world inundated with sales books on getting to yes, this book recommends just the opposite, focusing on how increasing your failure rate can greatly accelerate your movement toward ultimate success. Go for No! chronicles four days in the life of fictional character Eric Bratton, a call reluctant copier salesman who wakes up one morning to find himself in a strange house with no idea of how he got there. But this house doesn t belong to just anyone! It belongs to him... a wildly successful, ten years in the future version of the person he could become if he learns to overcome his self-limiting beliefs and overcome his fear of failure. Through the dialogue of the two main characters the authors have fashioned an entertaining story to present the key concepts essential to sales success. Readers learn... ...What it takes to outperform 92% of the world s salespeople ...That failing and failure are two very different things ... Why it s important to celebrate success and failure ... How to get past failures quickly and move on ...That the most empowering word in the world is not yes... it s NO! Written to be intentionally short and to the point, Go for No! is a quick, fun read with valuable lessons that can change the way you think, sell, and live!

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**Go for No! Yes is the Destination, No is How You Get There By Richard Fenton, Andrea Waltz Bibliography**

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## Editorial Review

Review
"Read this book! Put down whatever you're reading right now, take a deep breath, and read this book. It won't take long, but it might change your life. Haveing read dozens of books on leadership, sales, motivation, and business, I have become somehwat picky about the books I read and particularly about the books I recommend. I recommend this one without reservation." --Steven List, Backoftheroom.com

"If you're serious about living your definition of success add Go for No! to your personal library. The ideas shared are terrific and the unique story format that the book is written in makes it a delight to read." --Josh Hinds, Founder, getmotivation

"If you want to take this road less traveled, get a hold of Go for No! Read it, practice it and master it. In time you'll create so much success that people will start asking you how you got so lucky and why everything you do seems to be a success. If they only knew." --Seth Czerepak, Ninjapreneur, Penetration Media

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About the Author
Richard Fenton & Andrea Waltz are the Courage Crafters. As professional speakers, trainers, and authors they also call themselves "Failure Philosophers" and "Reject-ologoists" and are experts on achieving courageous breakthrough performance through increasing failure rates and other unconventional approaches.

## Users Review

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**Doris Simmons:**

Go for No! Yes is the Destination, No is How You Get There can be one of your beginner books that are good idea. Many of us recommend that straight away because this guide has good vocabulary that may increase your knowledge in language, easy to understand, bit entertaining but still delivering the information. The author giving his/her effort to put every word into delight arrangement in writing Go for No! Yes is the Destination, No is How You Get There however doesn't forget the main point, giving the reader the hottest along with based confirm resource facts that maybe you can be one among it. This great information may drawn you into brand-new stage of crucial contemplating.

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