

The Power of “No” – How to Use It to Your Advantage!

If you work as a sales professional, chances are you hear the word no quite often and rejection starts to become the norm. However, you don't have to let it get you down and you don't have to give up. Here are some creative ways in which you can keep pushing forward, keep a positive attitude, feel better about yourself and as a result be better at your job.

Advice For Not Giving Up – Tip #1

Find and bookmark a good [website](#) which offers inspirational quotes that you can reflect upon when you are suffering a professional setback. Find a site that is meaningful to you where the quotes really resonate. Take time out each day to read a couple of quotes, either before you start your work day or right before a sales meeting. As you read the quote, let it sink in and think about how you might apply it to your life and your day.

Sometimes all it takes is reading about another person's struggle, their failures and their eventual success in order to feel inspired, re-energized and ready to get back out there and not take no for an answer!

Advice For Not Giving Up – Tip #2

Change your mindset. Most of us live in a world where our mind is set to “scarcity” and not abundance. If you are constantly chasing that next sale and not taking the time to bask in the joy of the sale you just made, perhaps it is time for a shift in your thinking. Make a gratitude list, and read it whenever your professional life is not optimal and you are feeling less enthusiastic about your next sales call.

[Gratitude is very powerful.](#) Taking time to really “feel” gratitude for the many positive things in your life can actually change the chemicals in your brain, making you feel better and making you more efficient in your work.

Advice For Not Giving Up – Tip #3

Try doing the “[What Went Well Exercise](#)” from the book [Flourish: A Visionary New Understanding of Happiness and Well-being](#) by Martin E. P. Seligman. Before going to bed each night, write down three things that went well during your day. Then write down why they went well. There is power in writing and it settles deeper into your subconscious. Rather than make a mental list, actually write it down either on paper or digitally. Then spend a few minutes really thinking about each good item and how you made it happen and how it made you feel. This will promote more of these positive outcomes in your daily life.

Anthony Roberts, former Northeast Regional Sales Manager for Paychex of New Hampshire reinforced this idea by regularly inspiring his sales staff by reminding them to “Try to celebrate the little victories because they are your stepping stones to

real success.” During a recent phone interview, Anthony further suggests that [success is an iceberg](#) and we tend to focus on only the top level (success) rather than all the steps it takes to get there. Build your iceberg to success with a focus on all the triumphs along the way and be grateful for each one, no matter how small.

Sales can be a challenging profession and when facing constant rejection, it is easy to lose sight of the passion you have for your job and the successes that are right around the corner. Use these simple tips to keep positive and never give up!