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March 2004

Transform Fear of Rejection

by Alice Wheaton

One of the most profoundly limiting forces to personal success and happiness is the need for approval—or the fear of disapproval, or rejection. When a prospect, co-worker, or significant other raises an objection in response to a request, many people see that objection as a personal rejection. The next step is to feel bad and turn inward with negative self-talk! This is called imploding, where you attack yourself instead of attacking others. Attack in any form produces negative results and takes us even further away from the success and happiness that we desire.

The following approach will help you overcome that negative spiral, effectively deal with objections, and overcome the fear of rejection:

Step 1: Be willing to receive objections. Almost never will anyone say to you: *Yippee! I can't wait to buy your product!* When you become comfortable with embracing objections, you might even begin to *ask or pray* for them because you will have learned that it is only through handling objections that you *dismantle your fear of rejection!*

Step 2: Become proficient at *handling objections* by asking questions about the objection! When you do this, you minimize the objection in the clients mind. If you ask questions (instead of slinking away), you will show you are unafraid of rejection and will be seen as a leader! If you become tongue tied and cannot think of any questions to ask, remedy the situation by saying: *Please tell me more about that.* Three things will happen. First, the prospect will tell you a lot more about their situation; second, they will feel respected by you and will in turn respect you more and third, trust is born of respect!

Note: Limit your questions that begin with *Why?* because confrontations often begin with a *why* question. You want to be inquisitive, not interrogating.

Step 3: Handle three objections before you give up. You do not become pushy until you ask for something more than three times!

Step 4: The three keys to success are:

1. Show up bigger than you feel! When you adopt this attitude, the opportunities that show up for you will be bigger; and your success and prosperity will increase dramatically.

2. Ask for what you want, while giving the other person the right to say **NO!** You may still feel the sting of rejection but it will hurt much less!
3. Be willing to be rejected! You cannot succeed without the willingness to take a risk.

Surprisingly, when you give people permission to reject you, you will find that your own personal power grows. You will not get everything you ask for, but you will get *most* of what you ask for *most* of the time! To set yourself up so that you never experience rejection is to stay in a comfort zone. This comfort zone is padded with remorse, frustration, and unrealized dreams. As many philosophers have said: *It is better to have a big dream and fail than to never have had the dream at all.*

Step 5: Try not to be easily offended. If you anger quickly, it may mean you spend valuable time resenting people, places, or circumstances. Spending time feeling resentful and judgmental means your precious energy is being wasted. Most of the time we are reacting to our own projections or imagination rather than the actual situation, so check out your assumptions before reacting whenever possible.

The most successful people are those who are willing to feel uncomfortable. They know there is a price to be paid for success, and they are willingly to pay that price! They know they have a specific amount of daily energy and they wisely do not waste it on resentment. Neither do they get lost in worrying about what others' think of them.

A coaching client recently answered my question: '*What are your goals for our sessions?*' with '*I want to get rid of all of my fear, doubt, and insecurity!*' I assured her that if this ever happened she would probably die very shortly thereafter because without fear there is no self-protection. Without fear, there is no courage and passion. Somewhere in this society, we have come to think of fear as negative. There is nothing further from the truth. Fear is a catalyst. Fear is a motivator. Fear begins to be supportive the minute we take action, despite our real and imaginary limitations.

The word FEAR is an acronym which means *false evidence appearing real* and fear of rejection is no different. For a person to suffer from this fear they must first project their desire into the future and then make up various catastrophic scenarios and believe them to be true. Often this causes us to quit just before the miracle.

Do yourself a favor; do not sit on the sidelines, watching others achieve their dreams and goals! Banish your fear of rejection; reclaim your personal power. Now is your time to take the next action. If not now, then when?

Alice Wheaton is a bestselling author, trainer, and professional speaker. She will work with you to provide systems and methods that create new opportunities and close more sales. Contact her to discuss your business development issues at (403) 249-5853 or email her at awheaton@alicewheaton.com Visit her web site at www.alicewheaton.com