Taken From Go for No! Mastering the “Ultimate Strategy” for Failing Your Way to Success! **PERSONAL IMPLEMENTATION GUIDE ▪ PAGE 28** Copyright © 2007 by Courage Crafters, Inc. All rights reserved. ▪ (866) GOFORNO (866-463-6766) Duplication of this guide without the express written consent of the authors is strictly prohibited. **YOU NET RESULTS** has written permission from Andrea Waltz via email.

**“Go for No!” Concept #15…**

**Never make decisions for others as to what they’ll decide, do or spend.**

Perhaps the worst thing we can do to ourselves (and to our prospects and customers) is to prejudge their ability or willingness to buy what we have to offer… to say “NO” *for* them.

**Exercise:** For the following list of items, ask yourself:

*What’s a lot to spend on?*

• ***A sofa? $\_\_\_\_\_\_\_\_\_\_\_\_\_***

• ***A necktie? $\_\_\_\_\_\_\_\_\_\_\_\_\_***

• ***A hotel room? $\_\_\_\_\_\_\_\_\_\_\_\_\_***

• ***A watch? $\_\_\_\_\_\_\_\_\_\_\_\_\_***

• ***Dinner for 2, nice restaurant, for a special occasion? $\_\_\_\_\_\_\_\_\_\_\_\_\_***

• ***A home stereo system***? *$\_\_\_\_\_\_\_\_\_\_\_\_\_*

• ***A brake job? $\_\_\_\_\_\_\_\_\_\_\_\_\_***

• ***A radiator repair? $\_\_\_\_\_\_\_\_\_\_\_\_\_***

• ***A set of four tires? $\_\_\_\_\_\_\_\_\_\_\_\_\_***

• ***A set of shocks? $\_\_\_\_\_\_\_\_\_\_\_\_\_***

• ***A battery? $\_\_\_\_\_\_\_\_\_\_\_\_\_***

• ***A set of spark plugs? $\_\_\_\_\_\_\_\_\_\_\_\_\_***

These numbers may not mean much to you in terms of your ability to sell your products or services. But if you sold these specific items for a living, they would! Because each number would represent a limiting force in your ability to offer and recommend items that exceed that amount, a phenomenon we call “selling from your own wallet.” And selling from one’s own wallet is one of the greatest limiting forces imaginable.

So, What Are Your Limiting Numbers?

When you think of the products and/or services that **you** offer, what are the numbers that come to mind in terms of being *expensive* or *a lot to spend?*

**Additional Notes:**

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