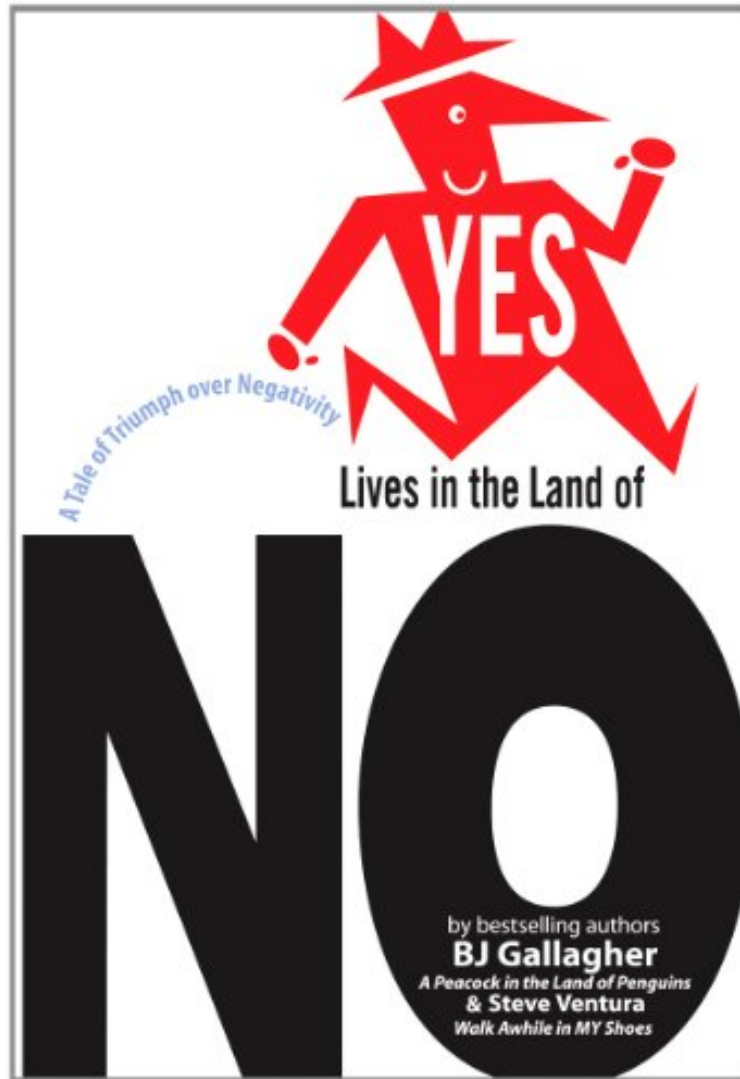


## Yes Lives in the Land of No: A Tale of Triumph Over Negativity

*BJ Gallagher, Steve Ventura*

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**BJ Gallagher, Steve Ventura : Yes Lives in the Land of No: A Tale of Triumph Over Negativity** before purchasing it in order to gage whether or not it would be worth my time, and all praised Yes Lives in the Land of No: A Tale of Triumph Over Negativity:

0 of 0 people found the following review helpful. Very, very basicBy Monty RaineyIf you have any experience at all in sales, you will not find much here. YES LIVES IN THE LAND OF NO is basically a 50 page booklet on very basic sales knowledge. I say that because the first 100 pages are used to present a parable (and not a very good one) with only a few lines per page. The first 100 pages can be read in about 10 or 15 minutes. The remainder of the book is not much better. I was very disappointed in this one.Having said that, I will add, if you are brand new to sales and just looking for something simple to read that is extremely basic, you might find something here that is useful.0 of 0

people found the following review helpful. Hearing No is the Beginning, Not the End!By CustomerI really enjoyed the story that is woven throughout the book. The book taught me that hearing a no is not permanent. It could be the beginning of something big. Many great inventors and history makers were told no often. They kept going and we all benefited from their persistence. I highly recommend this book!0 of 0 people found the following review helpful. Terrific Real-World Survival ManualBy Eric L. HarveyFor those unbelievably lucky souls who have never experienced knee-jerk rejection, negativity, the psyche-bruising experience of having a door slammed in your face, or the pain of banging your head against the proverbial brick wall, this book will probably be meaningless. But for the rest of us (a.k.a. "the vast majority"), this is one terrific real-world survival manual. The touchingly relevant story (Part I) combined with the practical application strategies (Part II) make this a must-read for people of all ages, occupations, and industries. Clearly, we live in a time when the natural tendency for many is to reject ideas, suggestions, and plans that challenge the comfort of the status quo. Being able to overcome the natural barriers of resistance that surround us is critical to individual and organizational success. This book will help you develop that all-important skill.

It seems like everywhere we turn, we're confronted by shaking heads, thumbs down, brick walls, brush-offs, and closed doors. NOs surround us--in our workplaces, in our communities and places of worship, in government, in social settings, in schools, and even within our families. Whether you're applying for a job, making a request, looking for a house, dating to find the right mate, seeking some type of approval, selling a product or an idea (or yourself), or trying to organize others into getting something accomplished, you're going to encounter rebuffs and resistance. What can you do to overcome so much negativity? This wise, insightful parable follows our hero who ventures into the Land of NO in search of YES. He watches well-intentioned characters flounder and fail--while noticing other characters using different approaches and achieving success. Our observant hero learns from others' experiences, as well as his own. Through his journey, you will discover how you, too, can persist in the face of frequent NOs--both the NOs uttered by people around you and, perhaps more importantly, the insidious NOs whispered by your own inner voices. The second half of the book takes you from parable to practice--with proven tips, tools, and strategies to help you persevere, develop tenacity, persist in the face of rejection, and overcome the inertia of the status quo. Taken together, the two parts of this book provide a how-to manual that's both practical and entertaining. It will help you find the YESes you seek--faster, more effectively, and with a lot less discouragement and despair in the process.