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Cope With 'No,' and You'll Be Closer to 'Yes'

By Ted Knutson

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Debra Benton, a Denver consultant who has been giving sales seminars for executives since 1976, said dwelling on rejection can become a self-fulfilling prophecy.

"If you worry and dread about what might happen, it will show all over your face, in your voice and manner. People will see it and give you what you seem to expect," Benton said.

She suggests reviewing the following checklist. If you're guilty of any of these, you will increase your chances of receiving negative reactions, so try to eliminate them from your operating style: procrastination; lack of organization or goals; self-criticism or low self-esteem; perfectionism; blaming other people; difficulty in making decisions.

Finally, she said, being a little thick-skinned on a job hunt can help you cope with the worst.

"Rejection is inevitable in life if you're making an effort and putting yourself out there. Get callused to the fact that not everyone will like you or what you do. Think about it. You don't like everyone and everything others do, either. Take heart in the fact some people don't like the Pope, the U.S. president, Miss America or Big Bird either," Benton said.