

Rejection Glossary

The language of rejection reveals reasons
it devours or empowers *By Stanton Royce, MBA*

Why do a few people feed on rejection, instantly invigorated with renewed determination, while others become demoralized by it?

The answer's out there, but understanding it might mean learning a few new words!

Rejection's getting a lot more attention than it used to and it's about time. *No* has destroyed more hopes and dreams than have all the wars since the dawn of man. But it doesn't have to be that way. Here are a few words to clarify the new buzz about rejection.

ACHIEVEMENT

Any experience that is desired, regardless whether it is the result of intentional effort or serendipity. Acceptance is a form of achievement.

COMBINATIONAL REJECTION

A characteristic of the effects of different categories and types of rejection to combine together, resulting in a rising rejection float and the increasingly diminished performance of people not psychologically immune to rejection. Among those vulnerable to rejection, there are differences in individual ability to compartmentalize the effects of rejection with regard to whether or not rejection in one area, such as social activities, will undermine performance in other areas, such as home, academics, hobbies, dating or work. Also, because negative rejection effects tend to be combinational, by minimizing unnecessary rejection experiences, such as an hostile office environment, we maintain greater distance between our rejection float level and our critical rejection threshold. This is important because performance tends to increasingly diminish as our rejection float level rises. Also, we never want to experience so much negative rejection effect that we reach the critical rejection threshold.

COMPOUNDING ACHIEVEMENTS

Psychological immunization against failure allows the fuller use of achievement resources in all areas of life so greater things can be accomplished sooner, compounding the benefits of each achievement over time. A financial example will help clarify this. If \$190 is invested at a 10% return beginning at age 25, after 40 years at age 65 the investment compounds into about \$1,000,000. But if beginning the investment is delayed only one year, beginning instead at age 26, by age 65 the investment compounds to only about \$900,000. Waiting 1/40th of the time results in about a 10% loss in achievement. The same is true financially if we get a lower return on our invested capital. The same is also true regarding what we achieve in our lives if we procrastinate and or do not fully make the best use of our achievement resources because we are not immune to failure, including rejection.

“No has destroyed more hopes and dreams than have all the wars since the dawn of man.” - Stanton Royce, MBA

CRITICAL REJECTION THRESHOLD

The level of rejection float that results in the individual becoming very unproductive or giving up altogether. Salespeople who reach their critical rejection threshold typically quit sales or are terminated.

CUMULATIVE REJECTION

A characteristic of the effects of a repeatedly experienced category or type of rejection to add together, resulting in a rising rejection float and the increasingly diminished performance of people not psychologically immune to rejection. Among those vulnerable to rejection, there are differences in individual ability to compartmentalize the effects of rejection with regard to whether or not rejection in one area, such as social activities, will undermine

performance in other areas, such as home, academics, hobbies, dating or work.

FAILURE

Any experience that is not desired, regardless whether it is the result of intentional effort or serendipity. Rejection is a form of failure.

MACRO-PERSISTENCE

The long-range, big-picture perspective of continuing efforts to achieve something. People commonly focus on persisting over months and years and decades. But most people seldom continue on for months and years and decades (macro-persistence) unless they embody and exhibit the behaviors characteristic of micro-persistence.

MICRO-PERSISTENCE

The moment-by-moment application of our attention and energy to achieve a desired outcome (our mission or vision). What ultimately determines who achieves great things and who gets average or below average results is who displays the behaviors of micro-persistence. The person who can focus on an objective and efficiently moment-by-moment perform behaviors to achieve the objective without wasteful distractions, this is the person who will be rewarded with fame and fortune.

Rejection includes acts by society through stigmatization of groups, such as commonly held negative attitudes about members of a particular profession.

PAR FOR PAR

Preconscious assumptive reconditioning for preferred automatic reactions.

PRECONSCIOUS ASSUMPTIVE RECONDITIONING (PAR)

Can be used to focus on rejection/acceptance experiences only, or more broadly on all failure/achievement experiences in order to increase what we achieve in all areas of life by making the best use of our achievement resources. We all have subconsciously conditioned assumptions about how the world works. These assumptions create expectations that in turn color and filter how we perceive, interpret and react to our experiences. Some assumptions about rejection and acceptance have

proven to be more conducive to higher levels of achievement. We can determine our subconsciously conditioned assumptions by learning to tune into our subconscious self-talk. We can then apply disputational analysis to the content of the self-talk to identify the qualities of the assumptions on three dimensions. Using the process called preconscious assumptive reconditioning, we can modify our subconscious assumptions to produce preferred automatic reactions, behaviors that are optimal for greater achievement.

PSYCHOLOGICAL IMMUNITY

Psychological immunity (PI) to rejection transforms the impact of rejection into a driving force to make greater efforts to achieve our goals. While this includes persisting in following up the necessary times it takes to develop a relationship with someone so they feel they can trust us, it doesn't mean hounding or stalking a particular individual. PI transforms the internal energy created by rejection into increased determination to get what we want. It causes us to feel compelled after rejection to creatively rededicate our efforts toward finding someone who will say yes to us so we can achieve some greater goal than getting a yes from any one individual. While a small number of people grow up in environments that support PI to rejection, it usually results from preconscious assumptive reconditioning.

REJECTION

A type of failure that involves obvious or implied interpersonal evaluation. Rejection can involve direct, interpersonal experience, but it can also be broader. It can be an act by society through stigmatization of groups, such as commonly held negative attitudes about members of a particular profession.

REJECTION AFFECTION

The propensity of people psychologically immune to rejection to feed on rejection and become increasingly determined by every rejection to act and achieve what they desire. People exhibiting this quality are known as Rejection Affections. Unlike most salespeople (rejection defections) whose performance peaks early in their sales careers then plateaus, affections' performance tends to increase over time.

REJECTION DEFECTION

A person who is, to some degree small or large, demoralized and demotivated by rejection and whose

performance diminishes as a result. For some *rejection defections*, even making a sale can be demoralizing because after a sale they tend to expect more rejection. In extreme cases they imagine rejection that doesn't and won't exist. They procrastinate, avoid and even run away from the rejection they imagine. They tend to become increasingly unproductive and dissatisfied in the area or areas in which they are sensitive to rejection unless they are psychologically immunized against it.

REJECTION FLOAT

Rejection float is the momentary internal running sum of the negative effects of experienced, imagined and anticipated rejection. Increasing rejection float demoralizes and demotivates, resulting in procrastination, diminished performance and reduced productivity. If the float level reaches the critical rejection threshold, the individual becomes very unproductive and typically quits sales or is terminated. Sales staff turnover can be reduced using rejection coping strategies. These can reduce the rejection float level, in effect seemingly increasing one's tolerance for rejection. Psychological immunization using preconscious assumptive reconditioning (PAR) changes the effect rejection has on a person, therefore people who are psychologically immune to rejection tend to have relatively low rejection float levels.

REJECTIONPROOF®

People who have been psychologically immunized to any demotivational effects of rejection. These people feed on rejection so each new *no* increases determination to find and act on an efficient, effective way to get what they want. Rejectionproof® is a registered service mark of Stanton Royce, MBA, www.stantonroyce.com.

SARA HALL

The epitome of someone who knows how to reject in a way that drives people out of sales. This master of rejection knows just what to do to infect salespeople with spirit-killing doubt. This raises the rejection float level beyond the salesperson's critical rejection threshold. Sara Hall is a character created by rejection expert and professional speaker Stanton Royce. While the name is a fictional, the person is real and still out there ready to ruin another sales career. Psychological immunity against rejection using PAR is the only sure protection against Sara Hall.

About the author.

Stanton Royce, MBA is an expert in sales rejection who specializes in immunizing sales professionals against rejection so they sell without stopping. He is president of



Extreme Achievers® which offers consulting, coaching, keynotes, breakout sessions and workshops to make salespeople more productive and profitable. Stanton knows first-hand about persisting through adversity. He has over 30 years of sales and management expertise in addition to earning three

degrees; in psychology, engineering and business, each with academic distinction. His business experience includes serving as Chief Engineer then Director of Operations for a \$500 million asset management company, which he helped grow into a \$12.5 billion company in a decade. He also managed a start-up commercial real estate management and construction company that received the Chamber of Commerce's Fastest Growing Business award, and was recognized as an Inc 500 company within just 5 years. Stanton is a professional speaker and member of the National Speakers Association.

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