

## **Richard Fenton and Andrea Waltz**

**Company: GoForNo**

**Session: GoForNo**

### **Program Description:**

Missed opportunities rarely come from lack of knowledge. They come from hesitation, the question not asked, the follow-up avoided, the renewal conversation softened, the pricing discussion cut short. In this engaging, story-driven session, based on the concepts in their best-selling book, *Go for No!* Richard Fenton and Andrea Waltz show how fear of being perceived, assumptions about pricing, and reactions to hearing “no” shape sales behavior. When you change your relationship with “no,” your results and ability to serve your clients grow together.

### **BIO:**

Richard Fenton and Andrea Waltz are the creators of the *Go for No!* series and co-founders of Courage Crafters, Inc. As internationally recognized speakers, they help individuals and organizations change how they think about rejection, respond to failure, and stay consistent in taking action, even when the answer isn't yes. Their best-selling book, *Go for No! Yes is the Destination, No is How You Get There*, reached #1 on Amazon's Sales list and has remained a top-ranked title in the category for more than a decade.

Their work has been featured in *Inc.*, *Forbes*, *SUCCESS Magazine*, and hundreds of other publications, and has been used by professionals across a wide range of industries, from consumer-facing roles to business-to-business environments.

In 2023, they released *When They Say No*, offering practical guidance on what to think, say, and do when rejection occurs. Most recently, they published *Go for No! The Sequel*, which builds on the original framework with deeper insights into persistence, confidence, and long-term growth.