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*“Michael Licenblat's newest e-book 'bounce back' is just what your team needs when things don't always go to plan.*

*Michael's step-by-step processes are clear, easy to apply and effective in dealing with setbacks.*

*Much of the processes that Michael shares in his powerful e-book could be taught by the reader to other team members.*

*A must for every manager or team leader working with people.”*

***Nils Vesik***

***Author of Life's Little Toolbox***

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## About the author

In the world of business, no matter how confident, competent or experienced you are – **setbacks are a part of any sales process**. How well you handle those failures and challenges will often determine how successful you are going to be.

Michael Licenblat is a **resilience expert** who teaches people in sales how to bounce back from rejections and setbacks.

Drawing on his background in Psychology, Shiatsu therapy, and over 25 years of Martial Arts experience, Michael has helped countless companies become '*pressure proof*' and learn how to bounce back from the setbacks and rejections that would otherwise slow them down or wear them out.



Michael regularly publishes articles and has delivered presentations to hundreds of organisations such as Coles Myer Ltd., Pitcher Partners, Maunsell, Recoveries Corporation, SEEK, Victorian Parliament, Salesforce, and REIV.

Michael has also authored the CD series 'How to handle difficult, demanding and negative people – without becoming drained' and has authored the e-book '*Turning Stress into Energy and Enthusiasm*'.

*"Bounce Back training was fantastic. My team really enjoyed the session. The team are on the phones all day and really have to juggle many tasks. The training helped the team learn how to take every call as if it was their first of the day. The training also gave the team confidence in themselves and their abilities.*

**Kate Hutchinson, Customer Service Team Leader**

**SEEK Communications**

<http://www.seek.com.au>

## Introduction

Do you become stressed or drained when you are faced with sales rejections, challenging objections or not reaching your sales targets? Do complaint calls, demanding clients or impatient customers make you feel tense and uptight?

Too many people sales people are under performing, avoiding or missing sales targets simply because they are unable to bounce back from rejections, objections or setbacks. This ends up costing companies in lost sales, increased non dollar productive time, and reduced conversation rates.

The reality is hearing ‘NO’ is part of sales. No matter how good your technique, rapport or sales process is, you will be faced with rejection, failure or cold feet from clients who say ‘NO’.

**Your success doesn’t come from not receiving a ‘NO’,  
but rather, what you *do* with that ‘NO’.**

The very reason why rejection and complaints damages egos, drains energy, and de-motivates personal drive is determined by how resilient you are to pressure.

Resilience is characterized as being able to adapt to, and bounce back from, tough situations and setbacks - without compromising your objective. Being able to bounce back quickly from a demanding client, sales rejection, complaint call or setback, instead of dwelling in self-pity, allows you to get on with your work and keep working towards your sales target.

So, how do you bounce back quickly from the emotional stress of rejections and complaints?

In nature, the willow is a strong, resilient tree that can tolerate strong weather conditions because it bends easily in the wind without breaking. It adapts to its environment in order to not only survive, but to thrive.

When you cut yourself, your body instantly works to clot the blood, seals the wound and fights any infection. If you break a bone, your body immediately goes to work on protecting the area with inflammation, healing the bone tissue, and restoring circulation. Your body is designed, by nature, to be resilient and *bounce back* from setbacks because it adapts itself to restore balance and health.

You don’t have to think about how to become resilient – you are *innately* resilient. It is in your genetics – it is part of your survival as a species to be able to get back on your feet and keep on pushing forward. The reason why you, sometimes, don’t bounce back is that **you** get in the way.

Many sales people make several fundamental mistakes that actually **block their ability to bounce back** because they haven’t followed the six essential principles of resilient self-management.

How do I know this?

I have spent over 20 years of my life teaching people how to become resilient to setbacks and pressure. In 1994 I combined my Bachelor of Science in Psychology with my Diploma in Natural Therapies, and founded a natural health care practice that specialised in helping people use their psychology and physiology to bounce back from stress, tension and burnout.

Over the 7 years running that practice I found that, as a general rule, about 70% of the reasons that stopped people from bouncing back were totally *self-inflicted* because of poor self-management.

Many people unwittingly *create* physical and mental tension in their body when faced with setbacks and complaints, which zapped their energy, made them feel uptight, and drained their motivation.

When placed under pressures such as deadlines, sales rejections, working with demanding clients/customers, putting in long hours and performance targets, most people **simply didn’t know how to bounce back** from the standard pressures of their industry.

In this e-book I am going point out 6 essential principles that you can follow to ensure that you bounce back when dealing with difficult clients, sales rejections and customer complaints.

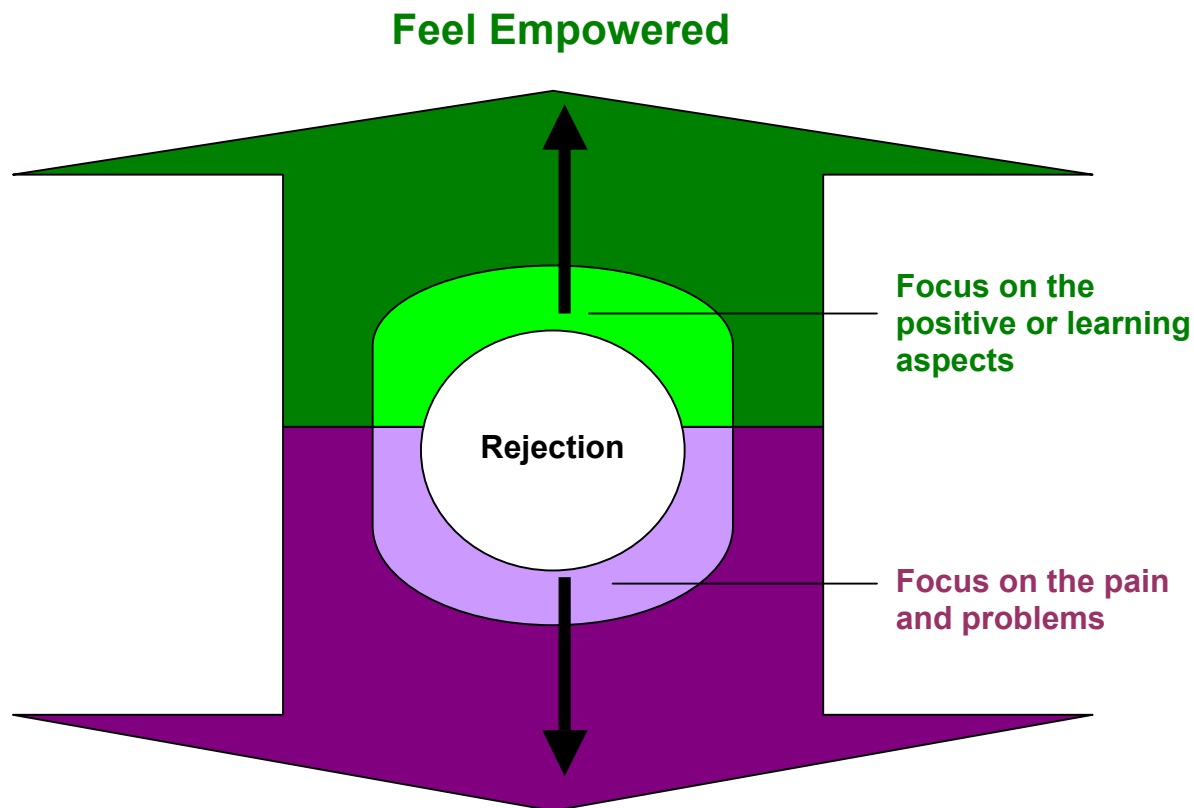
## Essential #1: Become Mentally Tough

Why do rejections and complaints hurt so much? Is it because it makes you feel like a failure? Is it because you feel as if you are *not* good enough, and that no matter what you try you aren't going to appease the customer?

No. Rejections and complaints hurt because you focus your mind on the pain. Have you noticed how well people can cope with pain or injury until they see blood?

In one study, three groups of participants were asked to soak their arm in a bucket of freezing cold iced water for as long as they could stand it. During the submersion, the first group watched funny movies and told jokes to each other, the second group practised a relaxation technique, and the third group just sat there in silence. Groups A & B were able to increase their pain threshold by 50%, whereas, there was no change to the pain threshold of group C.

By refocusing your mind away from the painful and negative aspects of the sales rejection or complaint, you will bounce back faster.





## Focus on the positive, not the pain

Dr Rich Allen (Ph.D. in educational psychology) has studied how the brain receives, processes, stores and recalls information. In a leadership program of 80 participants, a 60-second movie clip was shown of a car traveling down a dirt road and then colliding with a barn. Immediately after the clip the group was given a list of questions about what they had just seen. Two different questionnaires were then distributed. Half the participants were asked ‘How fast was the car moving when the car *bumped* into the barn?’ The other half were asked ‘How fast was the car moving when the car *smashed* into the barn?’

The group that was asked to describe the collision as ‘bumped’ reported an average speed of 42km/hr. The group that was asked to describe the collision as ‘smashed’ reported an average speed of 67km/hr. The alteration of a single word produced a significant change in the participants’ perception of the film clip.

In the same sense, if you describe a rejection or complaint as a personal reflection of your self worth, then you will probably feel like a failure and give up. For example, rejection feels painful and you will feel worthless if you describe it in terms of ‘you’. Comments like ‘It’s all my fault’, ‘Why can’t I make these sales?’, ‘What’s wrong with me?’ is an invitation for self-pity and misery. Even the word ‘reject’, which is defined as ‘to refuse to accept or use; to throw away; to discard’ conjures up images of worthless garbage tossed away into the bin. What a ridiculous way to describe a human being!

Putting yourself down reduces the effort you put into your next client or customer. Research has found that people with lower self-esteem set lower expectations for their performance<sup>i</sup>, underestimate their capabilities and set less challenging or mediocre goals<sup>ii</sup> which leads to putting in less effort than those with high self esteem<sup>iii</sup>. In short, taking rejection personally can lead to not trying as hard at the next sale.

Instead, be kind to yourself. Acknowledge how you feel, but don’t dwell on the rejection or complaint. Pay attention to the aspects of the sales/customer service process that you felt *good* about. Focus on the aspects that *did* go well. Did you present yourself well? If so, then be pleased that you did! Were you proactive in the sale/call? Well, that takes courage, so if you did that then be proud of yourself. Did you give your best effort in the sales/service process? Then, that’s all you can ask of yourself, so acknowledge yourself for having the confidence to be your best. **Focus on the positive aspects – not the painful ones** and you will bounce back faster from any rejection, objection or complaint.

**ACTION:** Become aware of **2 crucial toughening up guidelines:**

1. Toughen up! Get over your setbacks and focus on what you want to achieve instead of complaining. Self-pity is a waste of time.
2. Don’t indulge in complaining about ‘tough times’ with colleagues or clients. When you are at work, operate in a ‘*complaint free zone*’.

## Essential #2: Fail Fast and Learn

Dr. Maxwell Maltz, a renowned plastic surgeon, began research into the human mind. He noticed that with some people, once the bandages were removed after receiving cosmetic plastic surgery, if their *internal* self-esteem had not changed, then no matter how perfect a job he did, they still felt ugly. What they focused on, regardless of the reality, is what they experienced as true.

Describing the event in terms of the ‘learning’ you gained from it, allows you to feel empowered that this situation will make you either smarter, stronger, and one step closer to a ‘Yes’. For example, look at rejection as a stepping-stone that points out the path to where you want to go. In that sense, rejection is actually a helping hand that shows you what *didn’t* work, so that you can find what *will* work. Without knowing what doesn’t work, how can you expect to grow and improve?

As a child, you would have fallen over many times before finally taking your first steps. As I watch my own children learn how to walk, I notice how each failed attempt teaches them how to improve, adapt and overcome. Each false step is actually a step closer to the right step. Rejection and complaints are arenas to learn how to improve, optimize and strengthen so that you can become better at what you do.

**Tip:** Describe your rejection or complaint experience in empowering terms instead of ‘put-down’ language. Instead of wallowing in self-pity, look at how it is showing you the way to getting the next sale. Ask yourself:

*‘What can I learn from this?’*

*‘How can this situation make me stronger, smarter or happier in my life?’*

*‘What do I know now, that I didn’t know before?’*

*‘How will this outcome help me improve in the sales/service process?’*

Is that being a Pollyanna, pie-in-the-sky optimist who is less in touch with reality? To a certain degree, yes. Will being positive and optimistic help you bounce back from rejection and complaints faster, keep your self-esteem intact and your motivation strong? **Absolutely!**

**The biggest threat you will ever face is your fear of being rejected and feel ‘not being good enough’. In that state of mind you are less likely to try as hard next time and risk failure again.**

**You must build your confidence to get past your fear of failure so that it doesn’t paralyze you from action.**

The degree to which you are prepared to adapt yourself to rise above rejection/complaint instead of getting sucked into self-pity, will determine how quickly you bounce back and get on with your day.

It might sound harsh (because it is) but to bounce back you have to:

***'Get up - Get over it – Get on with it'!***

**ACTION:** Become aware of **2 crucial attitudinal guidelines:**

1. Always look for the learning in your setbacks – use them as a step forward to improve on your weaknesses. Every setback, every challenge, every 'no' is your opportunity for growth, learning and expanding your knowledge.
2. *Don't take rejection or complaints personally* - let go of mistakes. Going over problems that can't be solved creates tension. Give yourself, and your team, permission to make mistakes without reprimand. Allow some leeway so they can 'fail fast', bounce back quickly, and improve.

## Essential #3: Use Powerful Postures

If you spend a lot of time on a conventional telephone, you are likely to have experienced ‘telephone-neck strain’ syndrome before. This is where the muscles between the neck and shoulder contract and become either sore or strained due to holding the telephone between your ear and shoulder as you work, walk or type.

There are a series of muscles that are involved in this strain between your neck, shoulder blades and upper back. If they are consistently tense, those muscles can fatigue causing problems like headaches, anxiety, eyestrain, tiredness, irritability, neck pain and can even restrict your breathing. Not only do these symptoms feel uncomfortable but they also reduce your working stamina, mental focus and ability to quickly bounce back - making you more prone to feeling ‘stressed’ and at your ‘wit’s end’.

Incorrect posture and body use will **create tension** in your body - making you feel drained and unenthusiastic. When combined with the disappointment of a sales rejection or complaint call, **the way in which you hold your body during the day can determine whether you bounce back quickly or feel tired and unmotivated**. Quite often, your unconscious habits determine whether you bounce back or burn out after a sales rejection.

When you meet/speak with clients or customers, notice *how* you stand. Standing more on one leg, leaning to one side, wearing high heels or even working over a bench or counter, may be creating muscle tension that is **draining your body** and making you more vulnerable to feeling strained and fatigued.

Many people have sections along one side of their body that have become tighter than along the other side, such as a calf muscle, leg, hip, or part of their back. Many people, for example, have one leg slightly shorter than the other. It may be less than a quarter inch up to about 2 inches (my right leg is just under half an inch shorter than my left).

So that you are able to stand up straight and walk without restriction, your body will compensate for those shorter or tightened areas. It contracts another part of your body, often on the opposite side of your body, so that your eyes are able to see the world straight and not on an angle.

Quite often, a dull lower-back ache comes from tension in the muscles on the front of your body, particularly along the front and sides of your legs.

Also, after some time, you may find your posture stooping forward and creating soreness in your upper back. Again, one of the core sources of upper back tension comes from tightness in the front of your body, often stemming from poor posture. Tension in your chest and shoulders will pull your body forward and create upper-back tension.

Since the front of your head weighs more than the back of your head, your forehead is slightly forward when your head sits straight on your neck. The problem occurs when you stick out your chin (like you do when you are thinking about something or staring at the computer screen) – it unbalances your head and neck that creates tension in the back of your neck.

Your posture directly affects the amount of tension your body holds.

**ACTION:** Become aware of **3 crucial postural guidelines:**

1. Become aware of straining or tightening upper body and neck muscles when using the telephone for sustained periods of time.
2. Become aware if long periods of standing are followed by lower backache, neck pain or tiredness. This can be a warning sign that your posture is wearing you out and reducing your bounce back capacity.
3. Ensure that the chair at your desk and in your car is correctly supporting your back. Long periods of time spend in an unsupportive chair will unnecessarily strain back and neck muscles, which will create fatigue and muscle tension.

If your posture is strong, you will feel less bothered and tense as you deal with pressures like sales rejections, objections or customers/clients pressing your ‘hot buttons’.

## **Essential #4: Control your Emotions**

Bouncing back is greatly determined by your ability to control your emotions. If you can remain calm, relaxed and in control, it is easier to spring back into action after a disappointing sales result or complaint call.

By controlling emotions you choose how the rejection/complaint will affect you, how long it is going to bother you for and how quickly you regain your composure to continue your work.

Your rate and depth of breathing directly influences your emotions – and you can directly control your rate of breathing in any circumstance.

In many Eastern traditions, breath is seen as the ‘essence of life’ and healing, and is known as ‘Qi’ (chi), ‘prana’, or ‘life force’. For centuries, the Yoga gurus have trained themselves to control their breathing rate to the point where they are able to slow their heart rate down, reduce their blood pressure, dramatically increase or decrease their body temperature, and control the amount of pain they feel in their body. In his book, *‘You Can Conquer Cancer’*, Ian Gawler explains how he used breathing techniques and meditation to block the pain during a root canal procedure which is usually a very painful process.

**The rate, depth and quality of your breathing can increase  
your energy levels, calm your nerves, clear your mind,  
enhance your health and even block pain.**

You can recreate emotions of tension, anxiety, fear, anger or happiness by mimicking the breathing pattern of someone who is genuinely feeling those emotions.

For example, think of a recent sales rejection/complaint call you experienced and recall how you felt. Notice how your breathing became more rapid, shorter, and you may have even held your breath for brief periods of time. If you deliberately breathe with this pattern you will recreate feelings of tension in yourself. Don’t take my word for it – try it out for yourself!

When your breathing pattern becomes faster and shallower, you take in less oxygen into your system – which means your body makes less energy. Also, if you bottle up your emotions and contain the way you feel, your breathing pattern is forced to become shorter and shallower. Whilst dealing with an objection or in the aftermath of a rejection, if you can control your breathing pattern, you will feel calm and expand your working capacity instead of making yourself feel stressed and anxious.

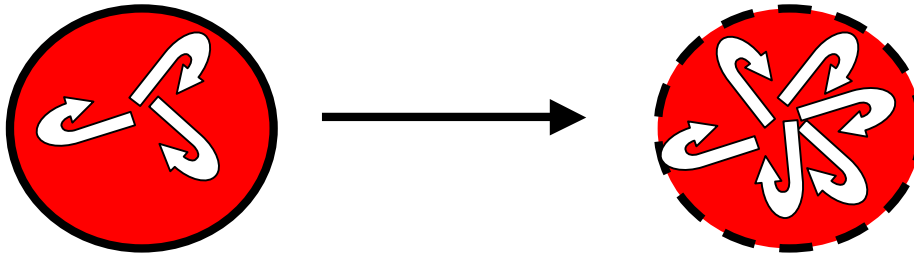
**ACTION:** Become aware of **3 crucial energizing guidelines:**

1. Have an awareness of how you breathe whilst on the phone – before, during and after speaking with clients/customers.
2. Have an awareness of how you breathe when face-to-face in negotiations, or when dealing with difficult or confronting clients during a sales process.
3. Notice where your body tightens as your breathing pattern becomes faster and shallower.

Your breathing pattern is like a pivot point that controls your state of emotions. Control your breathing and you will realize how much control you really have over your emotional ability to bounce back from any sales rejection or complaint call.

## **Essential #5: Release Tension**

When you are handling a rejection or complaint – your body feels pressure and your muscles tighten. That muscle tension creates pressure in your body if it is not released. That muscle tension also drains your body's energy as it requires a lot of energy to hold it in place - making you feel tired, irritable, achy or stressed.

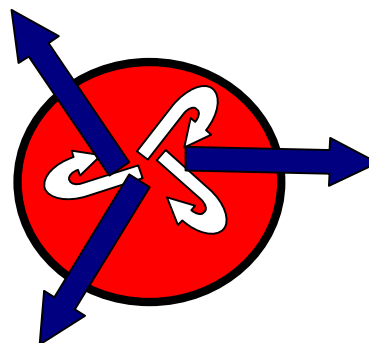


During a rejection/setback you can feel emotional pressure building up inside of you.

However, if that pressure is not released, it will build up to a point where it strains your body creating tension and muscle tightness - making you feel stressed and tired. Somewhat like a pressure cooker trying to hold all the steam in as it gets hotter.

By releasing physical tension, you take pressure off your body and increase your working capacity.

Releasing the tension takes the strain off your body – allowing you to feel calm and in control - so you can bounce back quickly and be ready for the next customer/client.



Before a sprinter runs a race, they spend time warming up and loosening up their joints and muscles so they can take off and accelerate with maximum speed and power. Imagine how much slower they would run if they tensed up all their muscles when sprinting – it would feel like running through water.

After a sales rejection/complaint call, you may become physically tense (even if you are not aware of it). Like the sprinter, you will not be able to function at your best because so much energy is being used up just holding your muscles tense.



Muscles that have been tense for hours on end become fatigued and take longer to recover back into a relaxed position. When muscles are tensed for long periods of time, they can restrict the circulation of blood and reduce your range of movements - thus, can lead to injury, fatigue, vagueness, irritability or headaches. I have seen how tension reduces people's focus and wellbeing in thousands of people.

Your bounce back from rejections/complaints, and your resilience to pressure in general, is directly related to your ability to release physical tension before it starts to gather in your body.

Have you ever finished a day at work and, even if you didn't do much physically, felt really tired? One reason that you felt that way could be due to your body *holding tension* for a long period of time without a physical break.

In my Health Care practice, a big proportion of the ailments that I treated related to the person's poor 'work-style' habits.

**It is usually not *what* you have done that creates pain, strains and spasms, but the *condition* your body was in *when* you did it.**

In earlier times, when people were under stress, they would run and hunt etc., to use up that adrenaline and extra energy in their bodies. Now, when people are under pressure, they are stuck at traffic lights, in meetings, behind a desk or on the phone - people are still and the adrenaline sits in their body - in their blood - and creates feelings of tension, agitation or frustration.

Our lifestyles today tend to be rather sedentary and it is common for many people to have jobs where they are sitting in front of a computer for 8 – 12 hours a day, then to go home - in a car or taking the escalator to catch the train and then spend their time in the evening sitting in front of the television.

**ACTION:** Become aware of **2 crucial tension-releasing guidelines:**

1. Regularly stretching your muscles will improve blood flow throughout your body, prevent muscle stiffness, strain and soreness, and help you to feel refreshed. In order to stay focused for longer periods of time when under pressure, you need to stretch out muscle tension every 2-3 hours. There are 10 specific stretches to use and 5 key target zones to focus on.
2. Movement every 2 hours from sitting is crucial to keep your energy high – especially when working long hours. Incorporating exercise as part of a busy lifestyle helps sales people stay sharp, feel healthy, and look healthy – how many people do you see in sales/customer service who work long hours and actually *look* healthy?

## Essential #6: Leave the Setbacks at Work

Imagine that, in one day, you have three sales fall through, another person calls you to complain about something, and at the end of your day a client is hassling you with sales objections for over half an hour.

You now arrive home, put your key into the front door and turn the handle only to discover that the same three people who sales fell through, the disgruntled client and the person with never ending objections are all sitting on your couch in the living room, waiting to hassle you some more. That would drive you crazy! Yet, many people continue to worry and think about their setbacks, complaints and work issues each night, even when they are at home!

Have you ever woken from a scary dream with your heart racing or in a mild sweat? Have you jumped or cried when watching a movie? Felt nervous before giving a speech and found that your mouth gets dry, hands feel clammy and your breathing becomes faster? What ever you think (or worry) about can create real physical tension.

Realize that continuing to think (or worry) about your sales objections, rejections or complaint calls *after* you leave work, has the same draining effect on your body as if you have physically brought those people home with you. This is because whenever you think about something, your body also recollects the feelings, thoughts and emotions of the situation too.

Bouncing back from sales rejections and complaint calls requires you to switch off at the end of your day and leave your work issues at work – even if you run your own business (or work from home).

During the day, when it is important to be alert and ready for action, the pressure gets us switched on and wound up.

**You will experience tension in your body if your mind is always ‘at work’ and ‘switched on’. If you function in top gear all the time, and don’t take the time to unwind and rest, then you will eventually burn yourself out.**

We consistently push ourselves to work harder, longer and faster without any thought as to *how* we can sustain that level of output.

So many of the people whom I treated, suffered from stress-related ailments and ill health simply because they were not giving their body time to switch off, relax and revitalize.

"How can I get more energy?" I was often asked. To which I would reply, "How can you give your body the opportunity to recharge so you can make more energy?"

By disconnecting your mind from the events in your workday, you give your body a chance to replenish your energy levels (and sanity), so you can start the next day feeling recharged.

To prevent burning yourself out, you must let go and unwind from your day.

**ACTION:** Become aware of **2 crucial disconnection guidelines:**

1. Know the signs of when you are pushing yourself beyond your limits. Overwork will lead to burnout – and that’s a lot harder to bounce back from than a sales rejection/complaint call. Realize that when you are very tired and run down, a rejection/complaint will hurt more.
2. Be proactive in self-care – you should *not wait* until they get sick before looking after yourself. You need to get into the habit of switching off your mind after work.

## Final Thoughts

Bouncing back from difficult people, rejections and complaint calls all comes down to how well you manage yourself.

I hope you got three key messages from this e-book:

1. There are many simple, easy-to-do strategies you can use to bounce back from sales rejections or complaint calls.
2. Many sales people unwittingly **stop themselves** from bouncing back because they do not know how to self-manage to become resilient to pressure. Sales teams receive sales skills training **but all the knowledge in the world won't help them unless they can pick themselves up after a setback and continue the sales process.**
3. You have the ability to control how you feel, manage your energy output, and decide your recovery speed. You are not a victim. You are in control of how you handle setbacks. You have always been in control, but perhaps just not been aware of it.

If you are in sales or customer service, then take the tools in this e-book and start applying them today. Pick one idea each week and put it into action.

If you are a manager, leader or coach of a sales or customer service team, you need to educate your team on how to bounce back from rejections, objections and setbacks. Don't assume that they know how to do it. The old saying '*what you don't know won't hurt you*' is **wrong!** The truth is '*what you don't know, **can** and **will** hurt you – and will continue to hurt you until you change it*'.

I suggest that you give each person in your team this e-book to read as a starting point. The next step is to educate yourself and your team on how to bounce back fast from rejections, objections and setbacks.

Here are some ways you can get started:

## Next Steps...

### a. **Conference speaker and In-house training Programs**

As a professional speaker and trainer, I can speak to your team on how to bounce back from setbacks and make more sales. You can **view a demonstration** of one of my presentations at:

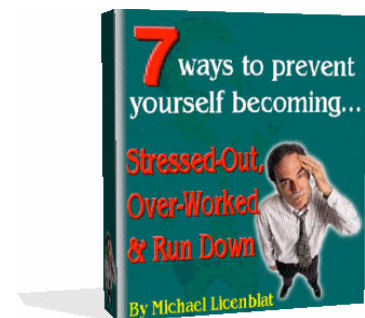
<http://www.bouncebackfast.com>

### b. **Download resilience reports and interviews**

I have compiled **Special report**: ‘Seven ways to prevent yourself becoming *Stressed-Out, Over-Worked and Run-Down*’ that will also be valuable to you.

You can download your copy from:

<http://www.bouncebackfast.com/download.html>



### c. **Read Articles:**

There is a large archive of articles on bouncing back from difficult people, sales rejection, building personal resilience, work-life balance and increasing working stamina. They are all **free** to view and download. You can see them at:

<http://www.bouncebackfastblog.com>

### e. **One-to-one Coaching**

Michael's Resilience Coaching program helps you to create the mindset and lifestyle that motivates you to rise above your business, work and life pressures so you can achieve what you want from life.

The program is specifically designed for people who have a lot at stake with their business/work and need to stay at 'on the ball', in control, and focused at all times, so they can handle whatever challenge or setback is thrown their way without becoming drained, tense or burning themselves out.

For all the details, visit:

[http://www.bouncebackfast.com/resilience\\_coaching.html](http://www.bouncebackfast.com/resilience_coaching.html)

Remember, that rejections, complaints and setbacks *hurt much less* when you are **resilient**. How well you, and your team, manage pressure and setbacks will determine how fast you bounce back and how much you are able to achieve in your business, work and life.

I wish you every success.

Keep Bouncing Back!

A handwritten signature in black ink, reading "Michael Licenblat". The signature is fluid and cursive, with the first name "Michael" written in a larger, more prominent script than the last name "Licenblat".

Michael Licenblat B.Sc.(Psych), Resilience Expert  
CEO, Bounce Back Fast  
<http://www.BounceBackFast.com>

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<http://adtimes.nstp.com.my/jobstory/2001/may19a.htm>

<sup>ii</sup> Heatherton & Ambady, 1993, <http://adtimes.nstp.com.my/jobstory/2001/may19a.htm>

<sup>iii</sup> Diggory, Klein, & Cohen, 1964; Wattenberg and Clifford, 1964,  
<http://adtimes.nstp.com.my/jobstory/2001/may19a.htm>